

## United BioSource Corporation: Creating a one-of-a-kind customer service solution

### Client profile

United BioSource Corp. (UBC), a subsidiary of Express Scripts Holding Company, leads the market in providing integrated, comprehensive clinical, safety, and commercialization services. UBC brings together renowned scientific research and operations experts with leading-edge technologies, allowing for the best patient and healthcare provider experience. Comprehensive, end-to-end services cover product and patient population characterization during development and market entry, as well as a focus on the patient experience, safety, and adherence.

### Opportunity

Delays in access to therapy are unacceptable for patients in need of specialty drugs for critical conditions such as cancer, infectious disease or organ failure. UBC, a leading pharmaceutical services provider, understood the importance of minimizing delays while facilitating access to lifesaving therapies.

The flexibility and scalability of UBC's technology platform has a direct bearing on its ability to work across many stakeholders—pharmaceutical companies, physicians, payers, pharmacies and patients—to extend and improve lives. UBC's CRM foundation provides significant value by smoothly and efficiently enabling process management and integration across each phase of the patient journey.



Historically, UBC relied upon distinct platforms that supported reimbursement, adherence, nursing, and patient assistance programs as separate applications. In 2013, UBC initiated its transition to a fully integrated customer-facing platform. The transformation integrated applications that supported each of these critical functions on a single instance. The resulting capabilities have enabled UBC to better meet the needs of its growing and diverse stakeholder community and more efficiently support the increasingly sophisticated drug programs it managed.

### Solution

UBC selected Microsoft Dynamics CRM 2013 after carefully considering a number of CRM solution providers. Critical to its selection was the solution's robust functionality, scalability and

configurability. Accenture and Avanade completed the team by helping UBC design the new platform, identify how it could be appropriately tailored and deployed within UBC, and lead the integration.

UBC's goal was to further eliminate barriers to treatment access, while improving quality and consistency of care. Avanade helped the company streamline the majority of the work flows which drive the movement of patients through critical reimbursement, nursing, adherence, and patient assistance processes. Avanade helped UBC customize the platform for the remaining processes to meet the requirements of individual drug programs. The resulting solution provided the right balance, enabling agility to address drug, population, or

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program specific needs and 'design standardization' that provides scaling benefits and speed to implementation. According to Brett Huselton, UBC's Vice President of Commercial Strategy & Opportunity Development, *"We created a one-of-a-kind solution in the life sciences sector. We pushed operational and design boundaries, taking great care to ensure that the workflows, tasks, roles and responsibilities, correspondence and reporting functions of Dynamics CRM all coalesced to effectively support the needs of UBC's pharmaceutical customers, payers, patients, and others involved in patient care. We refer to this as "intelligent care pathways" where UBC can engineer our project management and process optimization requirements right into the platform". This offers UBC yet another layer of operational quality control and compliance within our operation."*

The solution guides UBC employees with automated triggers based on critical-path activities, clearly defined work flows and task management tools through each stage of the patient journey. It underpins critical activities such as:

- Assessing patient eligibility and facilitating coverage
- Managing reimbursement services and new drug introductions
- Enrolling patients into nursing and adherence support programs
- Addressing alternative funding, co-pay and patient assistance solution
- Working with pharmacies to make sure life-saving therapies are accessible to those who need them most

## Results

By working with Avanade and Accenture, and through the use of leading-edge Microsoft technologies, UBC has developed a differentiated—and highly valued—capability that



allows the company to better serve its customers and win new business. The orchestrated interactions and connected experiences afforded by the new CRM solution delivered benefits in four key areas:

- **Patient health improvements.**

The new customer-facing platform will help UBC to continuously improve the quality, access and continuity of care for hundreds of thousands of patients in need of complex and costly specialty drug therapies. As Brett Huselton explains, *"With its robust functionality, Dynamics CRM is making it possible for UBC to live up to our promise of 'no patient left behind.' By orchestrating and managing a seamless patient journey, this new platform is playing a critical role in supporting appropriate access to therapy, minimizing barriers to access, and optimizing care for hundreds of thousands of patients."*

- **New insights provide "single version of the truth".** The new CRM solution unifies UBC's services with centralized visibility and a "single version of the truth." Patients and physicians receive more accurate, customized, actionable and timely communications. Pharmacists benefit from the responsiveness of the system and UBC's newfound ability to remove obstacles to drug access.

With its new CRM platform in place, UBC is able to provide a view of how well a drug is being adopted and used in the market across payer, provider, pharmacy and patient perspectives. Such insights can help pharmaceutical companies create the next generation of life-saving therapies.

- **Service delivery efficiencies.**

The elimination of manual processes and the introduction of intelligent, guided activity pathways for UBC care advocates, both in the contact center as well as in the field, have improved the quality and consistency of UBC's services. Among the areas that have benefitted are the following:

- Case management: case correspondence is automated resulting in improved accuracy of information delivered real-time to health care providers.
- Cross service communications: the single view of nursing and reimbursement services minimizes the time needed to hand off cases between these service lines.
- Test claim results: this critical step in the determination of patient drug coverage has been automated and improved, saving valuable time per claim and eliminating test claim errors.

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### • Operating efficiencies.

The system's ease-of-use has made training more economical and helped users to resolve issues on their own. UBC is already realizing significant improvements including:

- Workplace productivity has increased significantly by redesigning and standardizing nearly 70 percent of UBC's customer processes.
- The time associated with launching new drug programs has been reduced by 50 percent through elimination of manual work steps.
- Agents using the new CRM platform generate over 80 percent fewer IT help desk tickets.
- The single enterprise platform has dramatically reduced the level of production support required by Accenture to maintain the system.

In all of these ways and more, UBC—with the help of Avanade, Accenture and Microsoft Dynamics CRM—has become a more competitive player in the field of pharmaceutical support services. UBC is paving the way to pursue new opportunities, attract new customers and improve more lives.

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 323,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is [www.accenture.com](http://www.accenture.com).

## About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries. Visit us at [www.avanade.com](http://www.avanade.com).

## About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Visit [www.microsoft.com](http://www.microsoft.com).

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