



**PATIENT SUPPORT TRANSFORMATION
IMPROVING ENROLLMENT ACCURACY
AND EXPERIENCE AT SCALE**

DATAMATICS

The client is a leading global biopharmaceutical company with a strong focus on neuroscience and oncology. Operating complex patient support programs across regions, the organization supports large patient populations while ensuring compliance, accuracy, and a high standard of patient experience.

The Challenge: Improving Accuracy and Efficiency in Patient Support Operations

The client relied heavily on manual, paper-based, and fragmented processes to manage patient enrollments and eligibility verification.

The business faced several challenges:

- Manual and error-prone enrollment and eligibility workflows
- Delays caused by incomplete or inaccurate patient data
- High dependency on fax-based communication and manual data handling
- Inefficiencies in coordinating between patients, HCP offices, and internal teams
- Increased operational costs and impact on overall patient experience

The client required a scalable and reliable solution to improve accuracy, reduce errors, and enhance patient experience.

The Solution: Digitizing Patient Enrollment and Support Workflows

Datamatics implemented a comprehensive digital patient support solution to streamline enrollment, eligibility verification, and follow-up processes.

The solution focused on the following areas:

- Digitization of patient enrollment through a secure web-based application and survey system
- Centralized data collection to reduce inaccuracies and eliminate manual rework
- Structured handling of fax-based inputs, including splitting, validation, and routing
- Dedicated patient and HCP support operations to manage missing information and follow-ups
- Real-time eligibility evaluations to accelerate enrollment decisions

This approach enabled smoother coordination, faster processing, and improved accuracy across patient support workflows.

Impact: Improved Accuracy, Efficiency, and Patient Experience



70% reduction in data errors
within just two quarters



34% increase in process efficiency
for patient support operations



10–15% growth in patient
enrollments due to
smoother workflows



50% overall cost reduction through
labor arbitrage and process
transformation

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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