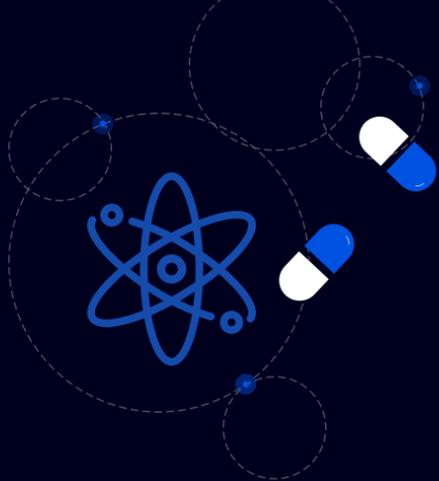




# Reimagining Patient Care and Engagement using Patient Prime

An Integrated Hub Solution to deliver Patient Services

## PATIENT CENTRICITY AND THE GROWING ROLE OF HUB SERVICES



Rising occurrence of acute and chronic diseases is driving pharma companies to increase investments in patient services

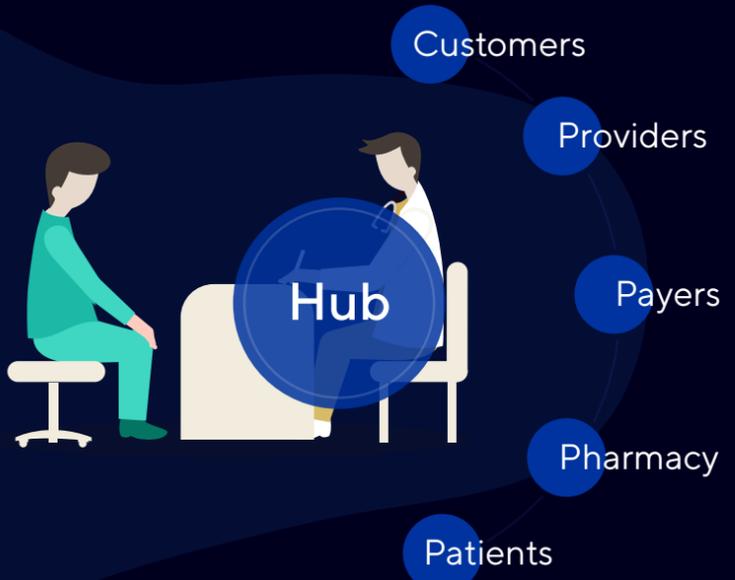


Patient services Hub keeps the patient at the center and integrates patients with payers, providers, pharmacies & other stakeholders across Healthcare value chain providing enhanced patient experience and engagement



There is a lack of well integrated Hub Services platform despite significant demand to have "One Platform and Process"

## COGNIZANT PATIENT PRIME AN INTEGRATED HUB SOLUTION



## SOLUTION FEATURES

Patient Prime is for pharma companies offering specialty drugs, profitable prescription drugs and assisted treatment solutions requiring collaboration between physicians, care-givers and pharma companies themselves.

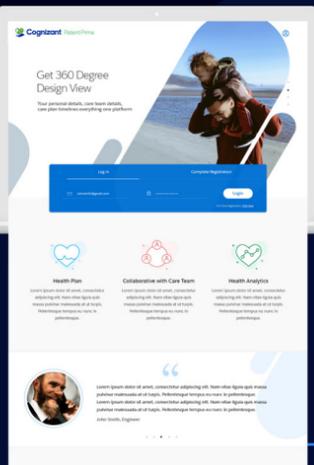


### PATIENT CRM

- Patient 360 Profile
- Knowledge Sharing
- Customized Patient Care Plan
- Patient Self-service
- Patient Care Team Collaboration
- Patient Analytics

### REIMBURSEMENT HUB

- Digital prescription processing
- Claim Processing
- Income & Benefit Verification
- Co-pay Services
- Product Refill Services
- Pharma Services



- Collaboration Management
- Document Management
- Master Data Management
- Reporting & Analysis

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