CASE STUDY

Building a Better Patient Care Experience

softserve

Learn how SoftServe transforms the digital customer experience in highly regulated industries like healthcare.

*D*iplomat is a **large specialty pharmaceutical company** that provides medications and support to people with serious long-term diseases including cancer, multiple sclerosis, HIV, and rheumatoid arthritis.

Diplomat grew rapidly following a series of acquisitions and soon faced challenges in **operational efficiency**. To keep up with their customers, Diplomat required serious investments in **digital transformation** while remaining compliant with **industry regulations**.

Diplomat needed a solution that resulted in better patient care outcomes, operational savings through self-service capabilities, and growth of in-house product management and IT expertise.

SoftServe delivered a modern enterprise framework that:

- **Increased measures of customer satisfaction** among the client's fast-growing user base after the launch of a new customer portal

- Delivered **saved costs, operational efficiency, and error reduction** through the introduction of a **new automated collaboration model**

- **Increased in-house expertise** following SoftServe's training of an internal team to continue product development
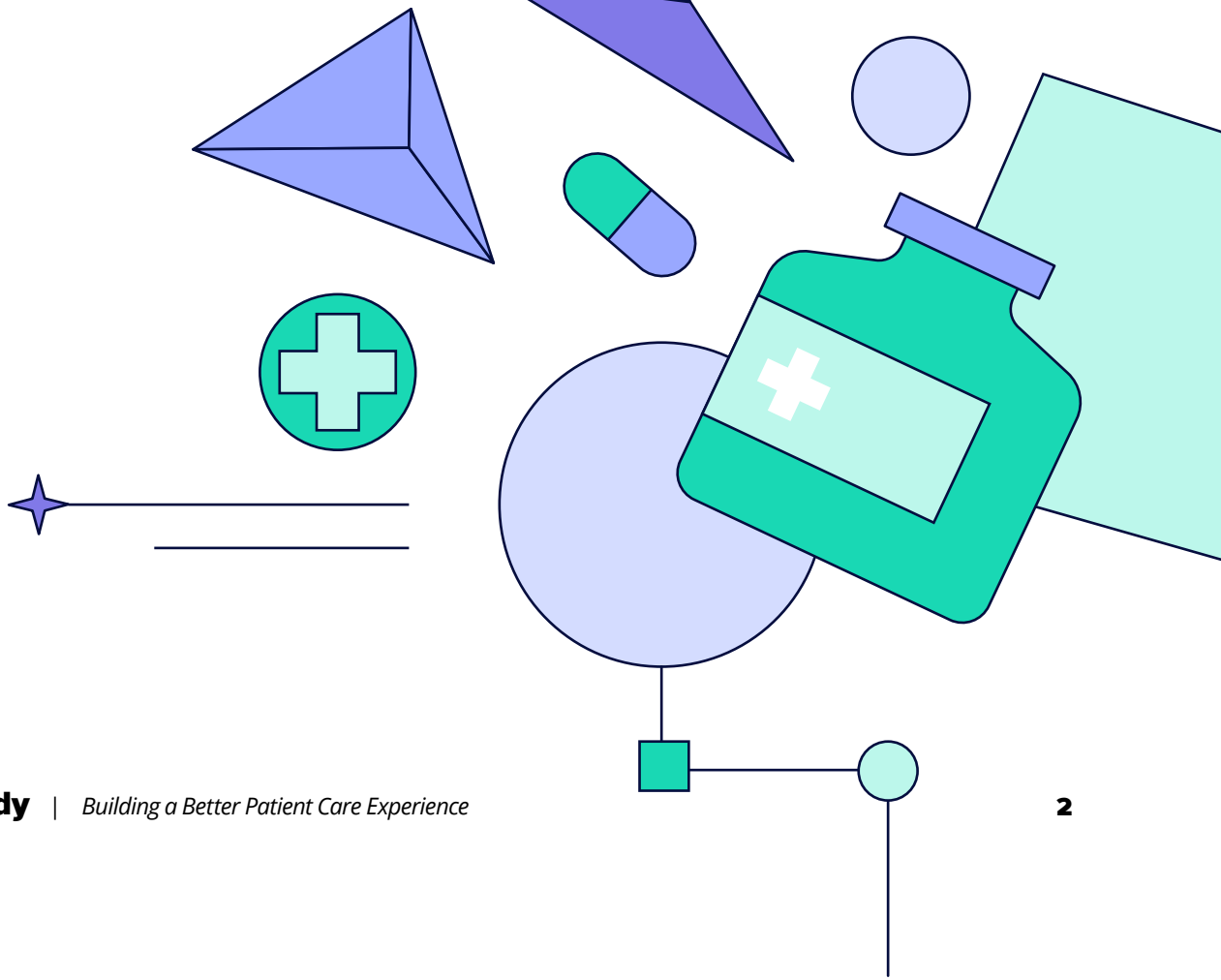
But rapid transformation doesn't come without some difficulty. The SoftServe team was presented with the following challenges upon project kickoff:

- A fast-paced, highly regulated business environment

- Many stakeholders with distributed business knowledge

- An aggressive timeline

- The requirement of a reusable core framework to streamline new capability implementation

Despite these challenges, the SoftServe team created a solution with

- Solution prototyping, feedback, learning, and update loops

- Requirements management

- Agile software development

- Quality control

- Launch support and training

- Continuous integration and release management

- Product management leadership and client product data management team formation

LET'S TALK about how SoftServe can tackle tough migration challenges and deliver an exceptional digital experience to your customers.
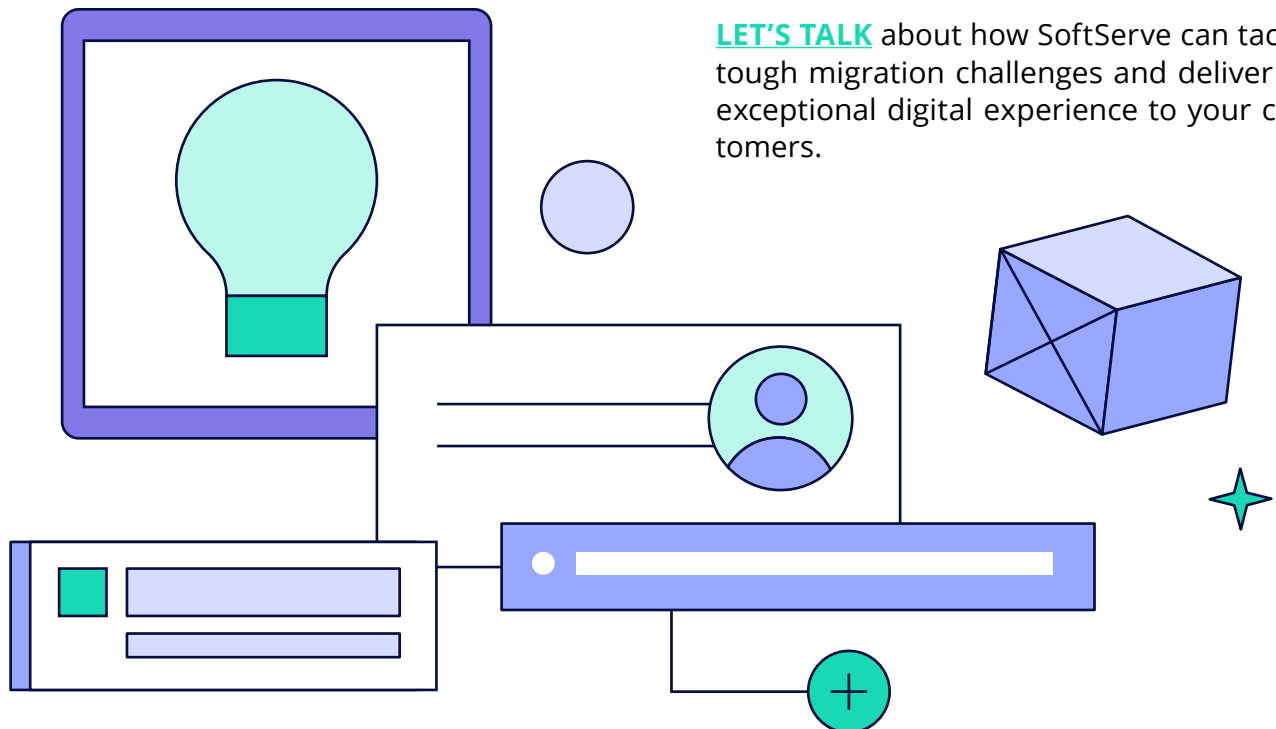
ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

Visit our **website**, **blog**, **LinkedIn**, **Facebook**, and **Twitter** pages.

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