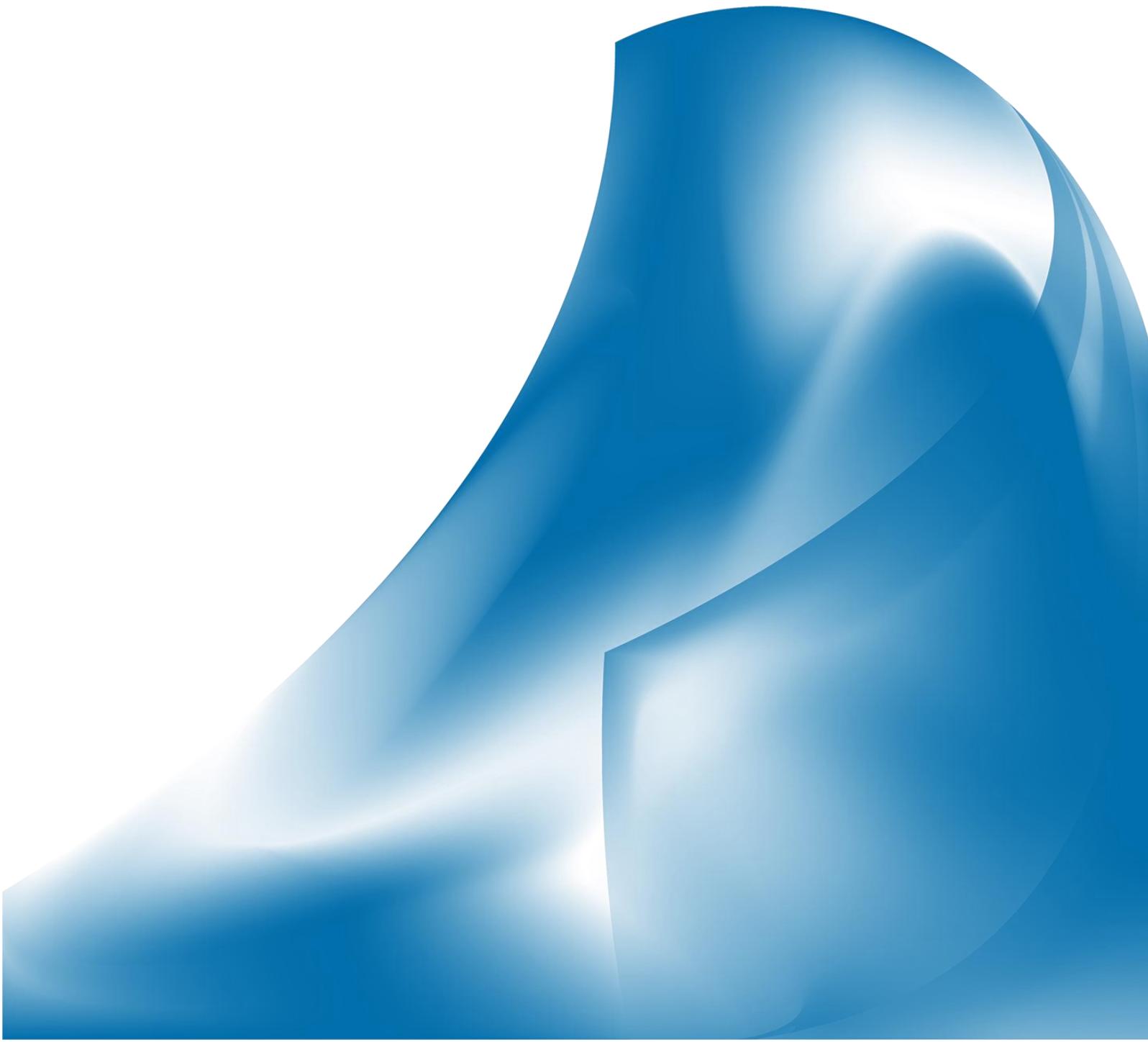


ENHANCING PATIENT  
EXPERIENCE THROUGH  
INSIGHTS





## THE CHALLENGE

Capgemini Invent was approached by a client, that was preparing for a drug launch, to monitor the patient journey from the referral phase through the dispensing phase.

## OUR SOLUTION

Our specialty channel insights platform for pharmaceutical manufacturers was deployed to support the launch. The platform quickly identified and removed potential barriers for getting patients on therapy. The Capgemini Invent team monitored launch performance and provided visibility into the specialty distribution channel for the client. Post launch, our analytics supported real time decision-making regarding bridge and other patient support programs.

## THE IMPACT

Utilizing the services of the specialty channel insights platform, the drug launched with great commercial success. The platform played a key role in assisting with critical strategic decision making at the time of the launch. As a result of our solution's proven success, the client has now added seven other brands to the platform.

## ABOUT CAPGEMINI

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A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2016 global revenues of EUR 12.5 billion.

Learn more about us at [www.capgemini.com](http://www.capgemini.com)

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**People matter, results count.**