

CVS – Web App to enable seamless drug price management for \$245B Health Solutions Company

Business Challenge:

- Our client – a fortune 100 \$245B health solutions provider wanted to solve the following business challenge associated with their legacy drug price management application
 - The legacy system used to manage drug pricing across **9000+** retail locations of our client experienced significant frequent outages as it had reached its capacity in terms of the number of tasks it was required to handle per month
 - These frequent outages **(10+/month)** resulted in severe impact on business revenue, customer dissatisfaction and customer retention
 - In addition to this, the clutter UX and inability to customize this application resulted in significant additional overhead for internal teams including but not limited to business, technology, customer service and retail teams
 - This application was primarily used by our client's **100+** business analysts to provide accurate drug pricing to **4.5 million daily users** across our client's 9000+ retail stores

Business Requirements:

- Our client was looking for a consulting team that could address the following requirements
 - Design a modern web application to enable real-time drug pricing management
 - Reduce the delay in processing drug pricing update tasks from 3 days to 1 min
 - De-clutter UX and provide seamless user experience to the drug pricing team
 - Enhance application stability by reducing the outage volume for this application from 10 to no more than 1 per month
 - Enhance the efficiency of business and technology teams by reducing corresponding person- hours needed to process drug pricing updates

Our Approach & Solution:

- Creospan provided a team of 3 Consultants (1 Sr. Dev / Delivery Mgr., 2 Developers)
- We adopted the following approach for this client
 - **Conduct consultative sessions**
 - Our team interviewed business stakeholders to dive deeper into the user needs, long-term business directives, and corresponding business challenges
 - **Understand existing system architectures and technical constraints**
 - We also conducted collaborative sessions with technology and the client's security team to learn more about the technical constraints, APIs, architecture, and information flow of existing systems and corresponding security requirements
 - **Web Application System Design, Development & Launch**

- We adopted the Agile Scrum methodology, designed system architecture and executed these user stories within 12 months, from our first meeting with this client
- During this time, we ensured that both business and technology teams were synchronized on the end goals and implementation details through our weekly reports that were broadcast to both the teams.
- Thus, we were able to launch the first version of this system that reduced the drug pricing processing time from 3 days to 1 min
- In addition to this, the newly developed UX enabled allowed us to automate manual tasks that were performed by the pricing analyst thereby reducing 1000+ manual hours of work per month and enhancing employee productivity
- Thus, we delivered a solution that not only led to exemplary customer experience but significantly scaled the ability of our client to provide accurate drug pricing to its 4.5 million daily users over 9000+ retail locations thereby enhancing customer satisfaction, retention and application stability

Business Benefits

- **Enhanced Customer Experience – Accurate & Timely Drug Pricing Updates for 4.5 million daily users**
 - Our solution accelerated the pace at which the client was able to deliver accurate drug pricing to its **4.5 million daily users from 3 days to 1 min**
- **Business Efficiency – Scaled Drug Pricing Management Service**
 - With the launch of this solution, the business and technology team no longer had to spend **1000+ manual hours** each month identifying and diagnosing delays associated with the drug pricing management process.
- **Application Stability & Enhanced Customer Retention**
 - Within the first 3 months of our launch, we had no more than 1 outage as opposed to 10 each month associated with the old version
 - This enhanced stability enabled customer satisfaction and reduction as was confirmed in the customer service reports made available by the client
- **Business Expansion & Scalability**
 - Our scalable architecture allows the client to expand their services to multiple geographies with ease and efficiency, thereby accelerating business growth

Technology Stack:

- Cloud Platform – Microsoft Azure
- Application Development – Angular, Java, Spring Boot, Oracle DB, Rabbit MQ

Consultant for this case study: Eyosias Gebre (CVS)