COLUMBUS
TECHNOLOGY SOLUTIONS

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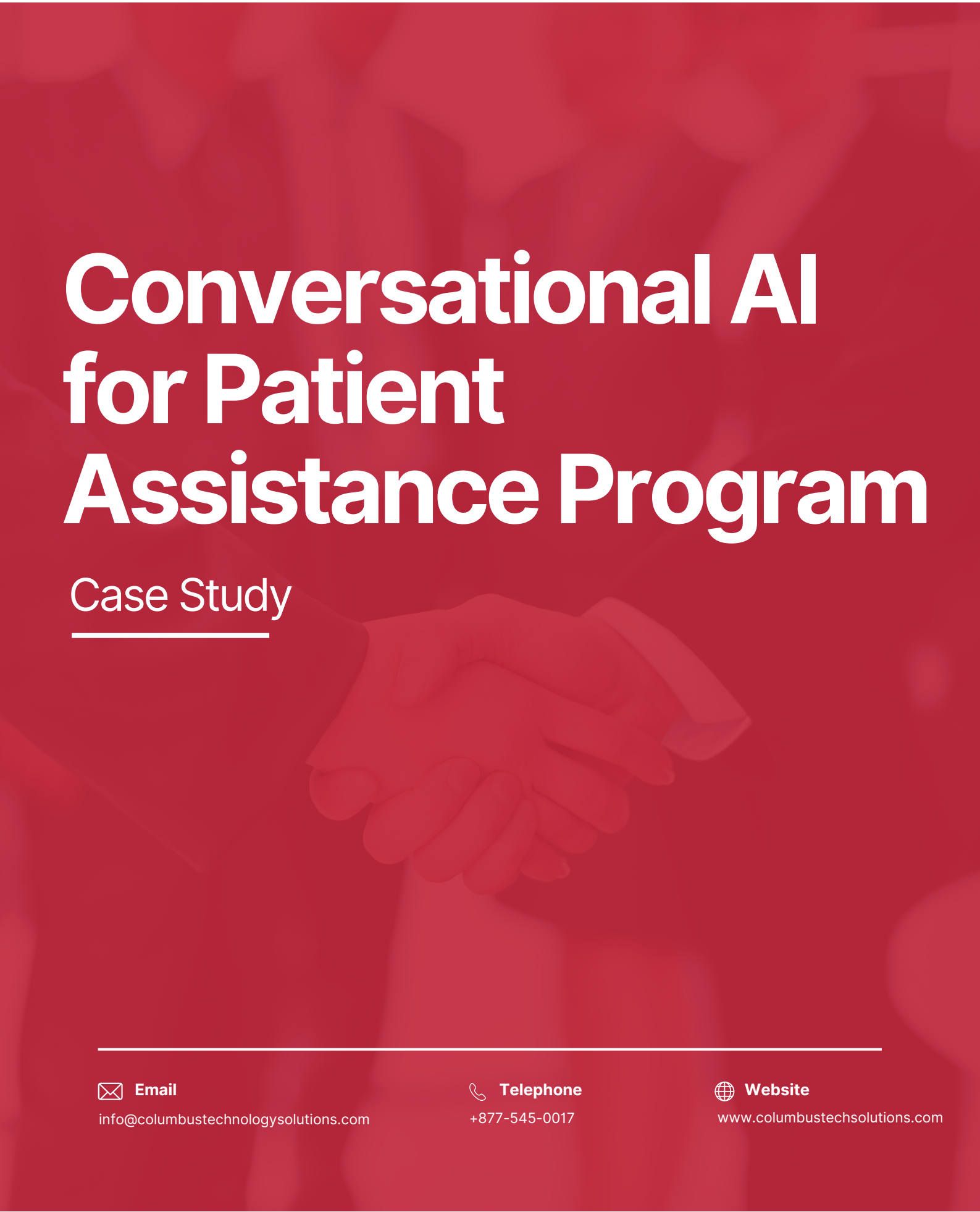
Conversational AI for Patient Assistance Program

Case Study



Email
info@columbustechnologysolutions.com

Telephone
+877-545-0017

Website
www.columbustechsolutions.com

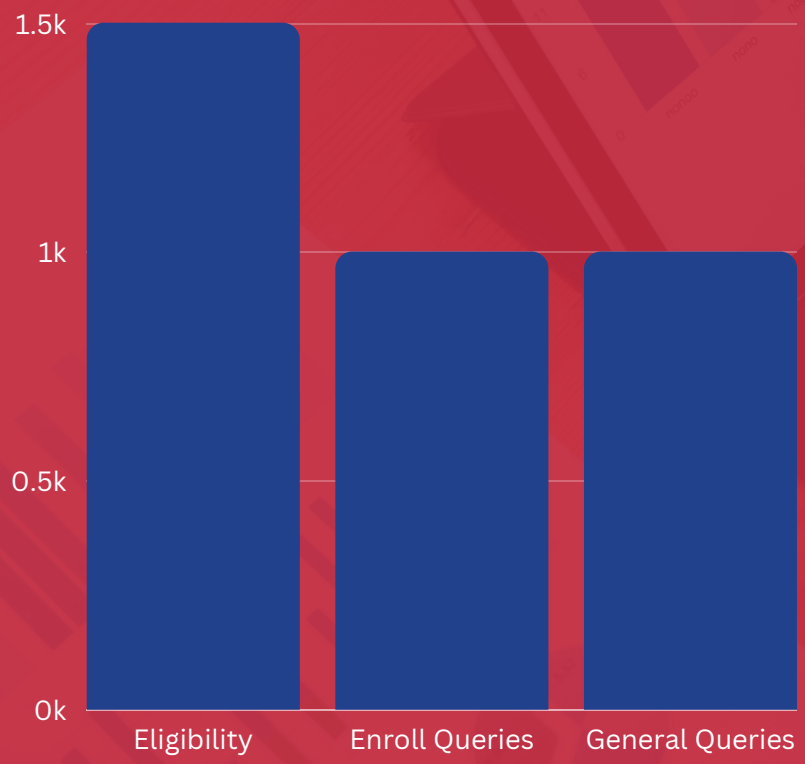
ABOUT THE COMPANY

#1 SHORT INTRODUCTION

Leading provider of global commercial services to the life sciences industry serving more than 500 Organizations having sustainable solutions for patients, Prescribers, Payers and channel partners.

#2 CHALLENGES

Patient Assistance Programs (PAPs), often sponsored by pharmaceutical companies, serve as a "safety net" for uninsured or underinsured Americans. These program aim to offer medications at reduced or no cost. One such program, sponsored by a major US pharmaceutical manufacturer, supports 46 drugs. For this program, there were around 2K inbound and 1.5K outbound calls primarily between hub associates, patients, and payers.



VOLUMES PER DAY:

1.5K
Eligibility Queries

1K
Enrollment Status Queries

1K
General Queries

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SOLUTIONS - CONVERSATIONAL AI

1. Java Spring Boot
2. Tonkean
3. GCP - App Engine
4. Angular and React JS
5. Dialogue Flow
6. GCP - Speech to Text

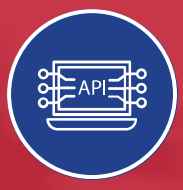
COLUMBUS TECHNOLOGY SOLUTIONS ROLE

DESIGN AND ARCHITECTURE

DEVELOPMENT

INFRA SETUP

DIALOGUE FLOW



API INTEGRATIONS

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ACHIEVEMENTS

MILESTONES

Columbus Technology Solutions , with extensive health domain experience, developed an intelligent solution using GCP-Dialogflow. This solution can understand user intents and provide relevant responses. It integrates with CRM & Salesforce for real-time information. Patients can submit PAP forms via the chatbot, which are stored in Nuxeo for hub associates to reference. The bot also offers speech-to-text, text-to speech, language translation, and other features.

Reduction in enrollment queries

60%

70%

Reduction in Eligibility Queries

65%

Reduction in General Queries

SAVINGS

- **$1.5 M Savings every year**
- **Reduction of 35k hours of manual efforts per year**

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