

# Transforming **Pharma Commercial Sales** with Data-driven Interoperability and Analytics

## Situation & Objective

- One of the top global pharma company was facing challenges in efficiently managing and processing large volumes of patient data from multiple sources. Their objective is to improve interoperability and streamline data integration processes to enhance the quality of care, reduce costs, and optimize operational efficiency.

## Solution Approach

We proposed a comprehensive solution leveraging Databricks, to address the client's challenges in the Healthcare Insurance domain. Our approach focused on achieving the following key objectives

- Robust data integration framework leveraging standardized protocols (FHIR, HL7) for seamless connectivity and secure exchange of patient data.
- Provider-Payer Partnerships (PPP) integration streamlining claims management for improved accuracy and speed of reimbursements.
- Scalable and secure Databricks implementation for efficient data processing, ingestion, transformation, and real-time analytics.
- Advanced analytics and machine learning techniques unlocking actionable insights for predictive modelling, risk stratification, fraud detection, and personalized care recommendations.

## Impact and Benefits

- Enhanced Interoperability and Collaboration
- Operational Efficiency and Cost Savings
- Improved Data Accuracy and Quality
- Actionable Insights and Proactive Care

