



## Doing It Right the First Time...

Client: Leading Pharmacy Benefits Management Company  
Process: Enrollments, Member Services and Fulfillment

**The client is an industry-leading provider of health and wellness solutions tailored specifically for health care providers, organizations, pharmacies and health-conscious consumers.**

Pharmacy Benefits Management (PBM) is a service inside of an integrated healthcare system. Today, more than 210 million Americans nationwide receive drug benefits administered by PBMs. PBMs operate in a marketplace where competition is vigorous, and thus require effective enrollment efforts and efficient member support operations.

### The Client's Challenge

The client had to urgently address new growth opportunities, organic member enrollments and new end-customers.

- Accelerate commencement of billing for new orders, including the signature client group comprising few hundred customers that contributes several billions to annual sales
- Reduce or maintain the enrollment accuracy rate of processing new requests

### The Solution

STARTEK transitioned and managed the multifaceted enrollment work, and subsequently completed an assessment of workload and consolidation opportunities. Based on the observations, the following recommendations were made to the client –

- RRe-designed the workflow and centralized unloading of all news order from respective industry segments and revenue categories
- Realigned resources and assembled a universal agent pool to handle orders from all segments to drive greater productivity and gain uniform proficiency across types of orders/requests
- Assembled a scanning team to efficiently sort exceptions and distribute workload to improve production efficiency



**40%**

Average reduction in cycle time in last 12 months to process new orders



**210 Million**

More than 210 million Americans nationwide receive drug benefits administered by PBMs



**15%**

Saving through reduction in FTEs processing same or more workload