Infinitus

Fortune 50 biotechnology company takes employees off hold, boosts morale

A large biotechnology company needed a scalable solution that could help meet growing demand and keep pace with fluctuations in new enrollments, new drug indications, and increasing brand demand in the market.

By onboarding Infinitus AI agents, **the biotechnology company was able to save significant time, boost team morale, and save hundreds of thousands of dollars a year**.

Key outcomes

Reduced workload
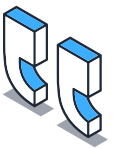Offset the work of more than 25 employees during reverification

Cut costs
Saved hundreds of thousands of dollars annually

Boosted morale
Improved employee experience by reducing tedious hold and IVR time

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>
> Fortune 50 biotechnology company executive

Challenge:
Hours on hold, missed deadlines, and forecasting hurdles

It was 2022, and the biotechnology company's leadership knew their hub services model wasn't scalable. The company was in a constant cycle of trying to forecast headcount needs to meet administrative demands for patients prescribed their top medications.

This challenge was at its peak during January's annual reverification period, when staff would wait on hold for hours at a time to gather benefit verification data from payor representatives. Something needed to change.

"We needed to explore where AI could fit into a very patient-centric, patient-facing model for healthcare," said one executive. "That's what brought me to Infinitus."

infinitus.ai

Solution: Infinitus provided an efficient, scalable way to better serve patients

At the annual **Asembia Summit** in Las Vegas, the biotechnology company's executive was perusing the exhibition space when a colleague told him there was a booth he needed to visit. It was there that he saw **the Infinitus demo**, and recognized a solution to his company's ongoing challenges.

With AI, Infinitus automates the collection of healthcare data that has traditionally required a manual phone call, like benefit verifications and prior authorization follow-up for specialty medications. Infinitus AI agents call commercial and government payors on behalf of pharmaceutical manufacturers and pharma hubs across the US, and returns completed tasks via API.

Infinitus AI agents are powered by a multi-model, multimodal AI system and an in-house knowledge graph that contains up-to-date intelligence on commercial and government payor rules and guidelines that have been gathered from the millions of phone calls completed by AI agents, plus access to EDI, payor APIs, and policy documents. The data Infinitus returns is over 95% accurate, significantly more accurate than manual callers', and completed faster, too.

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"We had high expectations for Infinitus our expectations were exceeded – there was no over-promising on what Infinitus could deliver," the executive said. "When you're introducing something new, you want to make sure it's going to work and you're going to get what you were sold on – and we definitely got what we were promised."

At first, the biotechnology company elected to leverage Infinitus to complete benefit verifications for its two flagship specialty medications. "Head over heels" for the results, the executive said, they expanded the partnership to include prior authorization follow-up calls for the two medications, in addition to benefit verifications for a third rare-disease brand.

"We started the partnership with Infinitus as a complement to our hub," the executive said. "And now we're moving towards our hub as a complement to Infinitus.

Result: Significant savings, happier employees

With reduced seasonal hiring needs, the biotechnology company reported saving hundreds of thousands of dollars annually. "Infinitus couldn't have been easier to work with," said the executive.

After working with Infinitus, the biotechnology company was better able to forecast their headcount needs both year-round and during reverification. The hub team has been able to reallocate resources to other tasks, resulting in the kind of benefits that can't be easily quantified on a spreadsheet.

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Fortune 50 biotechnology company executive

"We've freed up quite a bit of time for our frontline employees," the executive said. "They're not going through the grind as much as they were. They're not working extra hours. They're able to have better work-life balance. That's resulted in a much better culture for us, as well."

The biotechnology executive hopes others in the industry can one day experience what Infinitus has been able to do for his team.

"There is a better option out there from what has been the industry norm for so many years, and that's Infinitus," he said. "Anyone who experiences [the AI agents at work] will be incredibly impressed with the time- and cost-savings results they get from it."

Learn more about the Infinitus **solution for pharmaceutical manufacturers** or **see Infinitus AI agents in action now**.

Save your team thousands of hours

Automate routine outbound calls to payors and PBMs, saving your team valuable time and resources. See how healthcare companies are scaling up — without staffing up — with Infinitus.

Learn more by visiting **infinitus.ai** or **contact us** to get started.

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