

CASE STUDY

Life sciences commercialization partner moves on from legacy approach, boosts efficiency with Infinitus

In today's highly competitive market, patient access programs are being asked to do more of everything with less. At the same time, to get patients on therapy as quickly as possible, they must verify benefits faster, with greater accuracy, and with less manual support. As a result, the patient access program within one life sciences commercialization partner was in search of a way to streamline and scale their benefit verification process.

By partnering with Infinitus, the patient access program gained an efficient, trusted, and scalable approach to handle calls to major medical insurance and pharmacy benefit managers (PBMs) on behalf of the programs they support.

Key outcomes

Decreased costs

The patient access program saw a 30% reduction in benefit verification-related costs

Increased efficiency

Staff capacity increased by 50%

Increased speed

Faster time to therapy for patients and the ability to go live with new programs in only weeks



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Life sciences commercialization partner executive

Challenge: Growing frustration with a 'legacy' approach

One of the first steps in the patient access process is benefit verification, which enables the program to understand whether and how patients qualify for support. While benefit verifications occur year round, for some brands they skyrocket in January during reverification season.

Historically, the program approached this annual period of confirming patients' coverage changes just as many others in the industry do: by hiring additional, seasonal staff in the fall, training them through the winter, and getting them proficient by January.

But there was growing intolerance within the organization for this legacy approach.

“Our industry couldn't keep doing it the way we had approached it in the past,” said one executive.

“Patients on therapy in the fourth quarter will likely resume therapy in the new year, and their benefits have to be re-established in a very finite amount of time.



Solution: Infinitus helped the program bypass a challenging hiring market while empowering employees to be more efficient

Frustration with an inability to scale and issues with quality from seasonal staff work served as a catalyst, leading the program to Infinitus and its AI agents, which automate calls to payors and PBMs with AI.

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.

After several pilot programs, working directly with program leadership, and some refinement, Infinitus was able to automate both major medical insurance and PBM benefit investigations for multiple brands that the program supports.

That automation has helped the program navigate a challenging hiring market and empower employees to be more efficient.



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Life sciences commercialization partner executive

Result: Increased efficiency, fewer staffing stressors

Partnering with Infinitus helped the patient access program navigate a challenging hiring market and empower employees to be more efficient. In fact, Infinitus has taken on 212,415 tasks since the partnership's inception, freeing up staff to complete other high-value work.

Working with Infinitus was akin to training one new employee to accomplish what used to be the work of many, according to one executive.

Learn more about the [Infinitus solution for pharmaceutical patient support](#) 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.

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