

CASE STUDY

Top 10 pharma co. and Infinitus shape the future of patient access with big brand AI initiative

As a top-10 pharmaceutical company brings its hub services in-house, the team sought a technology-assisted way to reimagine what is historically a frustratingly complex system of portals and vendors that provide financial and adherence support for patients.

That's what led them to Infinitus, healthcare's trusted agentic AI communications partner – and a partnership that has positioned this multinational company on a safe, scalable, and forward-looking path for the future.

Key outcomes

An early readout in Year 1 of the partnership in support of a big brand revealed:

400% ROI

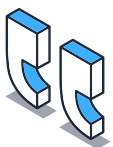
For every \$1 million invested in Infinitus, the top-10 pharmaceutical company sees a \$5 million return

Shorter time to therapy

Full benefit verification process **cut by half** and time from BV to specialty pharmacy triage **cut by a third**

Faster turnaround times

Under 6 hours for data to be returned to top-10 pharma company, at scale



"Infinitus is not just getting us through the benefit verification process in about ½ the time, but also getting us from BV to specialty pharmacy triage in ⅓ of the time."

VP, Patient Support Center, top-10 pharmaceutical company

Challenge: Innovate with caution

In order to speed up patients' time to therapy, and to ensure patients receive financial support and adhere to treatment plans, Top 10 Pharma needed a technology partner that prioritizes safety while quickly delivering results. Infinitus, creator of the first AI agents purposefully designed to earn trust of both patients and pharmaceutical corporations, understands this delicate balance.

The two companies set off on a focused collaboration to rigorously evaluate Infinitus' technology and ensure it met Top 10 Pharma' industry-leading standards.



Solution: Safety-first voice AI agents

After identifying one big brand as the appropriate program at which to test and deploy Infinitus voice AI agents, the top-10 pharma company and Infinitus created a guide that contained all the possible questions and responses the AI agents could say to satisfy the company's compliance requirements.

The Infinitus voice AI platform allows pharmaceutical brands to automate calls to anyone – payors, providers, and patients. It is powered by a multi-modal, multimodel AI system that can handle complex conversations that can include over 100 exchanges, with patented AI response control that ensures its agents do not hallucinate or generate any responses that are outside of approved standard operating procedure.

During the pilot, the AI agents completed five different call types: major medical benefit verifications, PBM benefit verifications, bridge eligibility checks, PBM discovery calls, and prior authorization follow-up calls. All calls were analyzed by a third-party consulting firm for accuracy and compliance.

"Infinitus is not just getting us through the benefit verification process in about half the time, but also getting us from benefit verification to specialty pharmacy triage in a third of the time," said the patient support center VP at the top-10 pharma company.

Result: A strategic, vetted plan to expand for the future

Before formally going live, the project's champions needed buy-in from various groups within the pharmaceutical company, each with its own set of requirements and evaluation criteria. The process included presentations to multiple governance and compliance committees before receiving a final sign-off.

It's the beginning of a partnership poised to redefine how the top-10 pharma company delivers access, making processes smarter and patients' lives better.

"When Infinitus first came to the table as a potential partner, we were filled with excitement and questions surrounding how the technology would perform," said one senior leader at the pharmaceutical company. "[I'm] incredibly grateful for [our] team's partnership and hard work. It truly takes a village to break the mold, and we did it!"

Save your team thousands of hours

Automate communication with payors, patients, and providers, 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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