

Experience-Driven Services

Pharma and Life Sciences sector

User Experience (UX) and Customer Experience (CX) driven approaches are now a major requirement for pharma and life sciences companies as they digitally advance. Experiences and patient-centric models hold the key, and the companies need to focus their efforts on building deeper, more personalized relationships with their audiences including healthcare providers, patients, researchers, scientists, employees and other stakeholders.

Here's where UX/UI based methodologies deliver. From improving the UX of clinical trials, enhancing UX of the website that seamlessly connects providers, patients and other stakeholders, to ensuring an app that works on a wearable device, experience-driven designs can set the platform of patient-centricity and provide the necessary 'experiences edge' the sector needs.

Take the case of clinical trials, a UX based approach holds great potential for scientific software design as it could turn out to be the key differentiator, helping businesses reap substantial benefits for the discovery pipeline. When you have the best of minds working on discovery of a new drug, you cannot afford to provide them with a software that is slow, hard to use, unattractive and less engaging to solve extremely complex problems. Even during the discovery process, when the applications are anchored around real users by creating ideal patient personas that acknowledge behaviours and lifestyles, the results can be more accurate and significant.

Realising this potential will only become possible by deploying the right-fit UX/UI technology, best-practices, and practices that are specially designed to address the nuances of the sector.

HTC can help.

Better design = Better outcomes

Our HTC's Experience -Driven Design (XDD) services enable pharma clients to keep patient-centricity at the core of their business, and deliver engaging experiences for their entire ecosystems of customers /users - be it patients, providers or employees. Backed by years of proven expertise in healthcare domain, we can collaborate with you, and ensure that your XDD effort is not just a set of enhancements, but remains the core of your business strategy, design ecosystem and culture.

Whether it is a software app or a website or any other form of a digital resource, our qualified team ensures that your business stakeholders are involved early, the best-fit strategy and technology deployed, and the designs remain simple, friction-less and engaging for users across all devices, channels and formats.

Adhering to best practices and industry standards such as HIPAA and GDPR, today, we can extensively cover all the facets of your User Experience and Design including:

- User Research
- Information Architecture
- Experience Prototyping
- Visual Design
- Web UI Development
- Usability Testing

About HTC:

Established in 1990 and headquartered in Troy, Michigan, USA, HTC is an Inc. 500 Hall of Fame company offering a range of information technology and business process services to Global 2000 organizations. HTC's acquisition of CareTech Solutions and Ciber Inc. (Currently Ciber Global LLC) enables the company to provide highly focused IT services and solutions to the US healthcare sector and a wide range of IT and strategic staffing services to global conglomerates. For more information, visit <https://www.htcinc.com/>

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