



"Hexaware stands out in patient engagement, seamlessly blending AI with personalized care to drive positive health outcomes and elevate patient experiences."

Sneha Jayanth

Hexaware

Overview

Hexaware is headquartered in Mumbai, India. It has more than 31,000 employees across 58 offices in 28 countries. In FY24, the company generated \$1.4 billion in revenue, with Financial Services as its largest segment. Hexaware excels in patient engagement solutions, leveraging its omnichannel patient engagement platform to drive personalized interactions and enhance patient outcomes. Hexaware is positioned to support pharmaceutical companies' digital transformation and patient-centric initiatives.

Strengths

Holistic patient-centric approach:

Hexaware's Omnichannel patient engagement platform empowers patients by providing a comprehensive view of their medical profiles and real-time access to health information, which facilitates enhanced care coordination, personalized communication and active patient participation. Addressing the specific needs of patients, healthcare providers and pharmaceutical companies, Hexaware ensures a tailored experience that improves treatment adherence and elevates patient satisfaction.

Emphasis on speed and efficiency: Hexaware emphasizes speed and efficiency in its solutions. To enhance operational processes, the Medical Insights Bot (Mebo) delivers

real-time insights, aiding field teams and medical science liaisons in making informed decisions. Moreover, its Content Hub streamlines content creation, significantly minimizing the time spent on approvals and reducing dependency on external agencies.

Innovative integration of GenAI and advanced analytics:

Hexaware stands out in the market by using GenAI and advanced analytics to deliver personalized care experiences at scale. Providers can use these technologies to predict patient needs, create empathetic interactions and optimize care plans. This integration enhances the overall patient experience while generating valuable insights.

Caution

Hexaware demonstrates strong potential in patient engagement solutions. The company must broaden its focus beyond the North American market, enhancing its reach and resilience. Addressing the evolving needs globally, it can capitalize on emerging opportunities and solidify its position as a leader in the industry.