

COPAYNGA

Redeem your Co - pay Cards



Links:

<https://itunes.apple.com/us/app/copaynga/id603997107?mt=8>

The Client:

The client is a Pharmaceutical Marketing Professional of a company called American Regent Inc. in Greater New York City.

The company put forward the idea to redeem the co-pay cards which are utilised by many pharmaceutical companies.

The Problem:

Co-Pay Cards are based on the National Council for Prescription Drug Programs standard, all pharmacy software systems contain information fields for both a primary and secondary insurer to pay for patient's prescription.

- The process typically was that a patient would receive his/her co-pay card from their physician along with a prescription for the medicine.
- The patient takes the card and prescription to a pharmacy where the pharmacist enters processing information into his/her pharmacy management system to submit a claim.

This was a manual task which consumed time and effort.

The Greyhound Analysis:

Greyhound Technologies analysed the process and came up with

- An improved roadmap and envisioned the to-be-state for the client.
- A robust system was developed for the users who would be interested to redeem the co-pay cards for the various branded drugs.

The Greyhound Solution:

- The solution was developed on iOS with an admin panel for the client so that various drugs can be added and uploaded to the admin panel which would be redeemed by the user on the mobile end.
- The users were able to share the Co-pay cards with the various social networking sites, email and text messages.
- The user could view the related website download the Co-pay card on their app and then redeem.

- User will also be able to capture the images of the physical cards and store them in the application to redeem the discounts with the help of the Unique Code mentioned on the card.
- This is a one stop solution for the users of the co-pay cards.
- The users were provided with a feasible solution to eliminate this manual process.

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