VELTRIS
INNOVATE | ACCELERATE | TRANSFORM

CARE & PBM PLATFORM MODERNIZATION

Digital Transformation for a PE-Backed Prescription Care & PBM Platform

Challenge

A rapidly scaling, PE-backed prescription care and PBM organization operated across fragmented legacy systems and manual workflows that created a "black box" across operations. Limited integration between member, client, and care team platforms restricted real-time visibility into performance, while manual processes constrained operational efficiency and scalable growth. The organization needed a unified, HIPAA-compliant digital foundation to align strategy execution, streamline drug and rebate operations, and deliver a differentiated experience to members, employer clients, and care teams — all while maintaining enterprise-grade security and compliance.

Approach

Built a unified digital ecosystem — secure, modular web and mobile platforms for members, PBM clients, TPAs, and care teams with role-based access and SSO across the entire enterprise

Designed a lean OKR and strategy execution system enabling enterprise-wide goal alignment, accountability, and real-time performance tracking from leadership to the front line

Engineered a HIPAA-ready cloud architecture with centralized analytics, automated clinical workflows, and secure data access powering scalable, compliant operations

Delivered an AI Engagement Copilot alongside automated billable workflows to capture revenue leakage and drive operational efficiency across drug and rebate operations

Outcomes Delivered

3× increase in member portal adoption vs. prior baseline, transforming member engagement and digital-first experience across the platform

20–30% reduction in revenue leakage through automated billables, and 30%+ efficiency gains in drug and rebate operations via streamlined workflows

Enterprise-wide alignment & compliance-first scalability — a unified source of truth replacing fragmented execution, with HIPAA-ready architecture enabling speed without sacrificing compliance

Closing

Veltris combined deep healthcare domain expertise, secure digital engineering, &AI-enabled workflow automation to transform a fragmented PBM environment into a unified, compliant, and scalable platform — delivering measurable operational gains and a differentiated experience for members, clients, and care teams.

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