

Personalized Provider Service Center

Ensure providers are equipped to seamlessly prescribe and administer high-touch therapies and devices.



New therapies and devices that are coming to market are increasingly complex. Meaningful engagement from clinicians and caregivers is needed to drive initiation, adherence, and positive outcomes. For example, a provider may not be accustomed to procuring and administering injectables, or navigating rigorous step therapy requirements.

Today, manufacturer and third-party support services (e.g., web resources, call centers, field reimbursement personnel) play a valuable role in facilitating key activities such as patient intake, benefit verification, prior authorization, billing/coding, and more. However, the resources that are optimal for one therapy may be vastly different for another—even within the same indication. Furthermore, even in the context of a single therapy, providers have different needs and preferences based on experience, comfort with technology, patient mix, etc.

In an ideal world, biopharma and device companies could mix-and-match different third-party services and internal capabilities, as well as personalize them based on what will work best for each individual HCP. For example, some HCPs might want support with ordering and monitoring labs; others might already have access to an in-house lab. Unfortunately, vendors in this space (ranging from web agencies to conventional hub providers) are generally unable to accommodate this type of approach, which falls outside their standard offerings. When they do, it exceeds the budget and timeframe allocated for development and still often results in a disjointed HCP experience. As a result, offerings are of varying quality and largely generic, leading to slower—and lesser—adoption.

Unqork's **Personalized Provider Services Centers** equip biopharma and device companies (as well as hub providers themselves) with a chassis on top of which personalized provider service centers can be rapidly and cost-effectively stood up without code. Manufacturers can unify all support for a given therapy into a single portal—typically a combination of services across hub providers, internal capabilities, and Unqork-native applications.

The experience is simple and intuitive for physicians and their staff, whether web and mobile. They go through an initial intake process to surface needs and preferences, which drives automated suggestions around the education and support services that would be most valuable. Selected services are then “turned on” in a practice-specific portal, with role-based access controls for each type of clinician and staff member. Services, which can be unified across different vendors, enable fit-to-purpose:

- **Education**, such as details on the treatment itself, guidance on new processes (e.g., buy-and-bill), and tools to interact with Medical Affairs and network with other physicians in real time.
- **Logistics support**, such as tools and templates to ensure insurance coverage, find high-quality and cost-effective specialist referrals, and even for procurement.
- **Care delivery**, such as ongoing access to patient clinical data from other providers or connected devices and patient-reported outcomes, and tools to order and direct ancillary care (e.g., labs).

Key Benefits

- ✓ **Better Patient Outcomes:** Make it easy for providers to help patients initiate and adhere.
- ✓ **Higher Provider Satisfaction:** Equip providers with a unified set of best-in-class support services, making for a smooth and tailored experience.
- ✓ **Stronger Business Performance:** Maximize uptake throughout the product life cycle, including use of no-code to rapidly adapt portal and offerings based on changing market dynamics.
- ✓ **Greater Speed & Scale:** Rapidly and cost-effectively stand up fully-functioning portal (including integrations) in as few as three months - often even faster for subsequent launches, given ability to leverage “connected health” chassis.



Key Capabilities



Seamless Integrations

Unqork's platform supports robust integrations with hub provider offerings, point solutions, and manufacturer systems/capabilities



Custom Logic

Easily personalize support services by provider segment, and use dynamic intake process to ensure providers are "assigned" to the right category



Flexible Web & Mobile Design

Deliver pixel-perfect, modern interface to all users regardless of channel or device



Authentication & Security

Enable enterprise-grade authentication functionality across users, all of which is compliant with key regulatory requirements, such as HIPAA



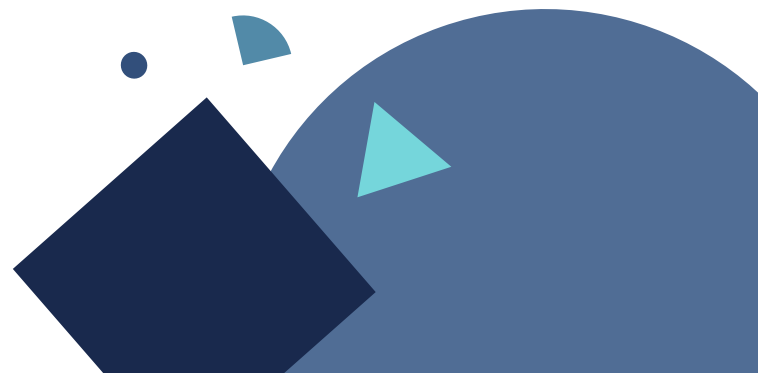
Dynamic Intake Process

Generate custom recommendations and access to services based on provider readiness, needs, and attitudes



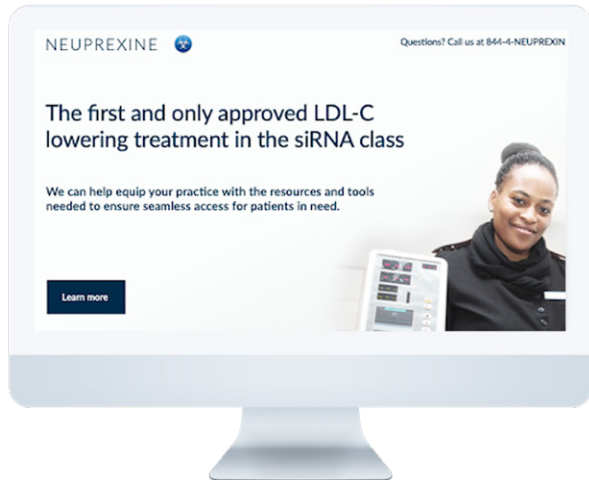
End-to-End Analytics

Understand how providers are interacting with and benefiting from the platform



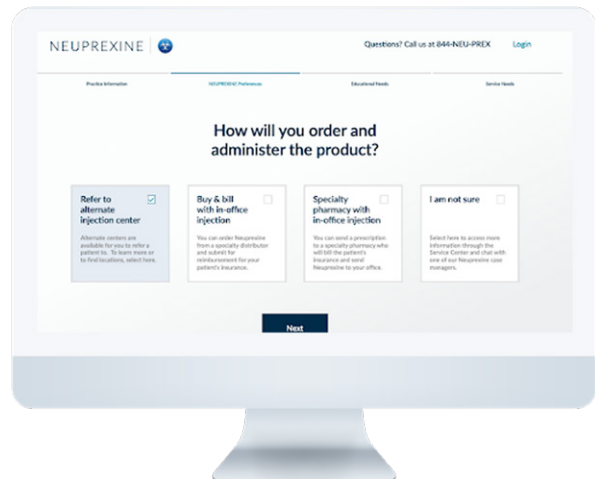


Unqork in Action

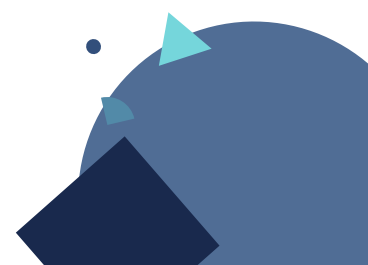
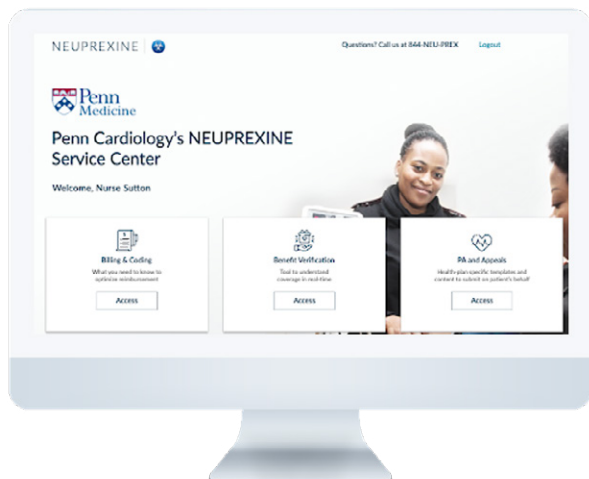


Modern interface with pixel-perfect design to match branding and styling

Guided intake questions to create personalized support



Digital service center houses a custom set of native and partner services.





Unqork and the No-Code Revolution

No-code is a new class of cloud-based development platform that empowers organizations to rapidly build robust enterprise-grade software without writing a single line of code. Advanced no-code platforms such as Unqork come “out-of-the-box” (or out-of-the-virtual-SaaS-box) with all the toolsets and elements necessary to build and manage a robust application (e.g., front-end UX, workflow, rules engine, analytics, integrations, and maintenance). Since they’re all components of the same unified platform, everything works together in instant harmony. With no-code, organizations can devote all their development resources to addressing business challenges instead of technical ones.

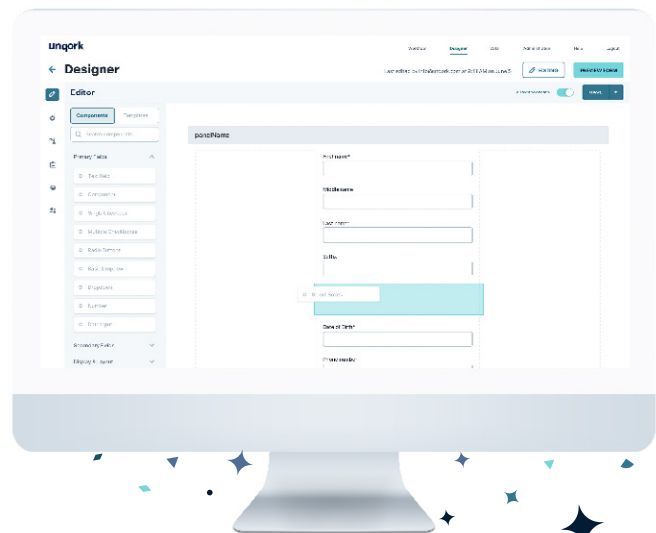
Also, by eliminating the need to write code from the building process, no-code expands the scope of who is doing the development. In a no-code platform, users (or **‘Creators’** as we refer to them at Unqork) build applications by drag-and-dropping configurable elements representing both user-facing features and back-end application logic. While modern programming languages (Java, Python, etc.) can take a year to learn and a decade to master, no-code can be picked up in **just a few weeks**, making development more collaborative and recruiting more flexible.

Unqork: the World's First Enterprise No-Code Application Platform

Unqork is specifically designed to address the challenges of the world’s most complex and regulated service environments, including **financial services, insurance, healthcare, and government**. We levy decades of industry-specific experience from our in-house experts to take on each sector’s most critical challenges.

Unqork has backing from some of the world’s most disciplined investors, including Goldman Sachs, Capital G, and BlackRock. Our technologies have been adopted by leading organizations, including Liberty Mutual, Marsh, Pacific Life, Goldman Sachs, and the city of New York, just to name a notable few.

Our clients can achieve unparalleled speed and flexibility in their development function while requiring a fraction of the resources. We can deliver these benefits through:



A Unified SaaS Platform

Unqork boasts dozens of components and capabilities related to **compliance** (up-to-date rules engines for FATCA, UK CDOT, Dodd-Frank, and more), **security** (native encryption, RBAC, and crowd-sourced penetration tests), and **application management** (SDLC governance, historic versioning, and module management).



A Visual UI

Applications are built via an intuitive, visual User Interface (UI) featuring drag-and-drop components representing user-facing elements, backend processes, data transformations, third-party integrations, and a growing library of industry-specific templates.



Enterprise-Grade Standards

Unqork comes with enterprise-ready compliance (e.g., SOC2, GDPR, Privacy Shield compliant, etc.). We have complete security capabilities, including proprietary RBAC solutions, and we provide BCP and DR support for applications built on our platform.

Curious about no-code for your organization?

Get in touch to [schedule a demonstration](#) from one of our no-code experts.

Contact Us