



case study



Industry: HLS



Products Used: Sales Cloud, Service Cloud, Experience Cloud, MC Account Engagement

Company Overview

PillTime Ltd. is a UK-based digital pharmacy revolutionising how patients receive, manage and understand their prescriptions. With a focus on personalised medication pouches and digital innovation, PillTime enhances medication adherence, safety and convenience.

Challenges

PillTime identified several opportunities to enhance their Salesforce® system:

- **Entry Point Disconnection:** MyGP, a partner app, was the patient's first touchpoint but lacked real-time Salesforce® integration.
- **Data Gaps:** Key user data wasn't syncing efficiently between systems.
- **Manual Bottlenecks:** Prescription queries needed automation to reduce response times.

Solution

Working alongside iPlato, Mint® delivered a bespoke integration between MyGP and PillTime's Salesforce®:

- **API Development:** Custom-built APIs enabled two-way communication.
- **Stakeholder Workshops:** Priorities, features and timelines were aligned early.
- **Visibility Tools:** Custom dashboards and reports were created to monitor activity.

Results

- **Real-Time Sync:** Data flows smoothly between MyGP and Salesforce®.
- **Better Access:** Patients can query and track prescriptions with ease.
- **Enhanced Reporting:** Teams now see full partnership insights in one view.



"The integration with MyGP transformed how we serve users. Mint® helped us deliver a seamless, transparent experience."

Oliver McCarthy, PMO Manager

Conclusion

Mint® helped unify PillTime's user journey by bridging systems and building new API-powered workflows. The integration empowers patients and gives the business a clearer view of its operations. With Mint®'s support, PillTime strengthened its reputation for innovation and care. The integration also laid a strong foundation for future partnerships and service improvements.

Connecting partner platforms to Salesforce®?

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To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.



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