



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:

- **Integrated Supplement Sales:** PillTime wanted to allow patients to order health supplements alongside NHS prescriptions.
- **User Experience:** The new functionality needed to feel intuitive and safe within the Titan app.
- **Back-End Intelligence:** Rules and alerts needed to be established within Salesforce® to flag conflicts automatically.

Solution

In collaboration with Mint®, PillTime built a solution in Salesforce® that allowed supplement orders while safeguarding patient wellbeing:

- **Supplement Integration:** A new supplement module was introduced into the patient flow within the Titan app.
- **Guided Pathways:** Clear recommendations and warnings were introduced to guide patient decisions.
- **Clinical Transparency:** A secure feedback loop was created for pharmacists to intervene when required.

Results

- **Safer Self-Service:** Patients can now explore supplements, confident their safety is protected.
- **Streamlined Orders:** Supplement sales are seamlessly integrated into the prescription flow.
- **Reduced Risk:** Clinically informed logic ensures therapeutic integrity isn't compromised.



"Expanding Titan's role has made life easier for our teams and customers alike. Mint® delivered a solution that feels like a natural extension of how we work."

Oliver McCarthy, PMO Manager

Conclusion

This project allowed PillTime to expand its service offering without compromising on its core promise of safety and convenience. By leveraging Mint®'s expertise in Salesforce®, the company created a truly patient-centric supplement feature that blends smart automation with clinical oversight. The result is a more complete and secure digital health experience within the Titan ecosystem, built for growth and trust.

Looking to innovate without compromising patient safety?

Contact Mint® today:
+44 (0) 800 032 2840
hello@mintcrm.co.uk



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



salesforce

PARTNER