



# 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 took a forward-thinking approach to improving their systems:

- **VMP Code Changes:** NHS changes to Virtual Medicinal Product (VMP) codes disrupted internal drug duplication validation.
- **Increased Reliance on Generics:** Use of generics led to more complex and varied prescription data.
- **Missed Duplicates:** System checks occasionally failed to flag duplicates when the same drug appeared under different names or codes.

## Solution

Mint<sup>®</sup> enhanced PillTime's job assembly validation process within Salesforce<sup>®</sup> to reintroduce and strengthen duplication detection:

- **Expanded Logic:** Validation was updated to check for same VMP code, same AMP code, and matching VMP descriptions.
- **Field Correction:** Validation rules were aligned with the correct field sources to ensure consistency.
- **User Feedback:** Duplicate warnings were implemented using red banner alerts across the page, ensuring visibility.

## Results

- **Improved Accuracy:** Job assembly now consistently flags duplicates regardless of how the drug is coded.
- **Reduced Risk:** Potential medication errors are intercepted early in the process.
- **Compliance Support:** Alignment with NHS coding changes supports ongoing regulatory integrity.



*"This might be a small change on the surface, but the impact is big. We now catch things earlier, work faster and sleep easier knowing nothing's missed."*

*Oliver McCarthy, PMO Manager*

## Conclusion

By upgrading how Salesforce<sup>®</sup> handles drug validation, Mint<sup>®</sup> helped PillTime stay ahead of changes in the prescription data landscape. The reintroduction of drug de-duplication functionality protects both patients and pharmacy staff from avoidable risk. With these safeguards in place, PillTime continues to uphold its reputation for accuracy, care, and innovation.

**Want your systems to stay one step ahead of change?**

Contact Mint<sup>®</sup> today:

+44 (0) 800 032 2840

hello@mintcrm.co.uk



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



PARTNER