PillTime
An NHS Pharmacy Service

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 user experience and operational efficiency:

- **Cost-to-Serve Optimisation**: PillTime sought to streamline the portal experience without increasing costs.
- B**randed Continuity:** Ensuring brand consistency across the portal and app was essential for trust and engagement.
- **System Performance:** Improvements were needed without introducing complexity or delays in Salesforce® processes.

Solution

Mint® partnered with PillTime to redesign the Patient Portal structure within Salesforce® to maximise value and usability:

- **Efficiency Gains**: Simplified Flows reduced user clicks and backend load, saving both time and cost.
- **Seamless Integration**: The portal remained visually and functionally consistent .
- **Optimised Components:** Key Salesforce® elements were rebuilt for faster performance and easier maintenance.

Results

- **Enhanced Patient Experience:** Navigation is now clearer, faster and more aligned with user intent.
- **Lower Support Costs:** Fewer queries and manual interventions have improved operational efficiency.
- **Stronger Brand Trust**: A clean, seamless digital interface reinforces PillTime's premium care positioning.

"Mint® helped us put the patient experience first, without losing sight of performance or cost. The results speak for themselves."
Oliver McCarthy, PMO Manager

Conclusion

By rethinking the Patient Portal with Mint®, PillTime delivered a more intuitive, efficient and cost-effective experience for both patients and internal teams. The collaboration kept the brand's user-first philosophy intact while ensuring Salesforce® remained agile and scalable. This restructured foundation gives PillTime a sharper digital edge, one that meets high user expectations and operational realities.

Want a smarter portal that works for your users and your business? Contact Mint® today:
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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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