Giving Patients Swift and Safe Access to Medications

A digital health and weight loss platform simplifies prior authorizations

TaskUs™

Keeping up with demand, ensuring patient safety

When demand for GLP-1 medications soared, a digital metabolic health and weight loss platform stepped up to help patients, especially those battling obesity, get swift and safe access to the drugs. Its in-house team managed the entire process, including prior authorizations that required coordination with insurance providers and pharmacies.

While this was the required approach, it led to longer processing times. To drive efficiencies and help its team focus on patient care and other critical tasks, the platform decided to seek external help for the first time.

The solution

Blending talent and technology

TaskUs became its first partner to manage account verification, data entry and outbound calls.

Forming an expert team, fast

To navigate the complexities of healthcare, we recruited teammates in the Philippines with prior healthcare experience. Their expertise accelerated both implementation and ramp-up, cutting the time it took to reach full productivity.

At the same time, we established a dedicated team in India to manage email workflows, ensuring every channel was supported by specialists from day one.

Deploying TaskQ to boost efficiency

From the outset, we saw an opportunity to streamline workflows. Case assignment was slow as team leaders had to download spreadsheets, sift through rows and assign tasks one at a time. Teammates were waiting around wasting valuable minutes when they could have been focused on solving cases.

We launched TaskQ, an automated case assignment tool that eliminates manual distribution and spreadsheet updates. When a teammate finishes a case, TaskQ instantly assigns the next one — boosting productivity, reducing duplicate work and errors and balancing workloads across the team.

Through a simple browser plug-in, teammates could view their tasks, while built-in tracking measures how quickly cases move from assignment to action. Plus, the tool provides supervisors real-time visibility into the entire queue, allowing them to see the current status of all cases and proactively identify bottlenecks.

Results

60–90 seconds Faster time to resolution with TaskQ	**99.9%** Average quality score

About TaskUs

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect, and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in fast-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, technology, financial services, and healthcare. As of June 30, 2025, TaskUs had a worldwide headcount of approximately 60,400 people across 30 locations in 13 countries, including the United States, the Philippines and India.

For more information, please visit:
www.taskus.com/industries/healthcare/