

Hexaware



“Hexaware is re-defining patient engagement through AI-first orchestration, connected data platforms and compliant, hyperpersonalized experiences that drive meaningful outcomes across the care journey.”

Rohan Sinha

Overview

Hexaware is headquartered in Mumbai, India. It has more than 31,500 employees across 28 countries. In FY24, the company generated \$1.4 billion in revenue. Hexaware delivers AI-first patient engagement solutions that combine unified data platforms, omnichannel journey orchestration and conversational AI to personalize interactions across the care continuum. Its capabilities span recruitment, education, adherence, telehealth and remote monitoring, supported by strong interoperability and compliance frameworks. By integrating patient and HCP experiences, Hexaware enables connected, insight-driven engagement designed to improve outcomes and operational efficiency.

Strengths

Personalized care journey: Hexaware delivers AI-first patient engagement through a unified Patient 360 platform that integrates RWE, EHR, CRM, wearable and support program data. From awareness to adherence, AI-driven segmentation and next-best-action engines orchestrate hyperpersonalized journeys. Omnichannel engagement across email, SMS, apps, portals and contact centers ensures continuity of context and adaptive support across therapy stages.

GenAI and agentic conversational ecosystem: Hexaware embeds GenAI and agentic AI across virtual companions, dynamic content generation and therapy support programs. Conversational assistants provide triage-lite education, scheduling, refill reminders and adherence coaching,

with integrated escalation to nurses and call centers. Personalized medication companions and AI-guided interventions enhance patient understanding and reduce drop-off risks.

Compliance-centric integrated care model:

Built-in governance, PHI/PII safeguards, auditability and human-in-the-loop review ensure responsible AI deployment across patient- and HCP-facing workflows. Integrated telehealth, remote monitoring, CRM and interoperability frameworks enable secure, scalable engagement across virtual and in-person care journeys while maintaining regulatory alignment.

Caution

Hexaware’s AI-led differentiation will require continued investment and scaling across client engagements to sustain competitiveness in an increasingly crowded patient engagement landscape.