Simvera Launches the First Software Built to Simulate and Optimize the Patient Support Journey

Pharma leaders can now pressure-test staffing, vendor, and program design decisions before committing, using queueing science purpose-built for hubs.



Simvera launches first software purpose-built to simulate and optimize the patient support journey

WAYNE, PA, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- Simvera, Inc. today announced the launch of Simvera PSP, a patient support program staffing and optimization platform built for pharmaceutical and biotech manufacturers. Simvera PSP lets patient services, market access, and commercial operations leaders model the outcome of a design decision before they commit budget to it.

> The gap in effective patient support hub staffing and optimization has been tools, not talent."
>
> *Douglas Bock, founder and CEO of Simvera.*

Patient support programs are often still staffed on a simple ratio of patient volume to agents. That approach is hard to defend with data, and it carries a real cost: capacity that sits idle, or patients who wait. Simvera PSP replaces what can feel like guesswork with a modeling tool grounded in how a program actually runs.

"The gap in effective patient support hub staffing and optimization has been tools, not talent," said Douglas Bock, founder and CEO of Simvera. "After thirty years in this industry, I built Simvera because the questions that matter most — how to staff a hub, what true program costs will be, and ultimately, how proposed modifications may impact patients — have never had a reliable way to be tested in advance. Now, with Simvera, they do."

Built on proven, peer-reviewed queueing science, the same math used to optimize call centers and emergency departments, Simvera PSP simulates a program's real patient flow and case volume, then lets teams stress-test a design change before making it: an indication expansion, a launch ramp, a vendor transition, a shift in call mix. Every scenario returns the impact on cost,

service level, and patient experience together, so leaders can weigh one design against another instead of relying on instinct.

The patent-pending software addresses questions that have been difficult to answer with confidence:

- How many agents does a hub actually need, and in which roles?
- How will a vendor transition affect capacity before the contract is signed?
- What changes are needed to continue meeting customer expectations as case volume grows within a fixed budget?
- How do competing vendor proposals compare during an RFP?

Vendor transitions are accelerating across the industry. Manufacturers evaluating a new service provider are increasingly testing capacity and cost assumptions before they sign, not after go-live. Simvera PSP gives users a way to do that.

In the pharmaceutical patient support space, a lack of operational clarity can put program success and brand confidence at risk. Plan a hub too lean, and patients wait or even abandon. Plan it too rich, and costs build. Simvera PSP helps teams find the design that holds up: one that matches capacity to real demand, holds service levels, and protects the patient experience, at a cost leaders can defend.

Simvera PSP is built for the directors and senior managers who run hubs and PSPs day-to-day, along with the commercial, market access, and procurement leaders who would rather make confident decisions than informed guesses.

Simvera plans to extend the platform across the broader commercial lifecycle in the months ahead.

Simvera PSP is available now. Manufacturers, vendors, and pharmacy partners can request a demo at www.simvera.com.

About Simvera, Inc.
Simvera is the first software purpose-built to simulate, stress-test, and optimize the product and patient journey. Founded by Douglas Bock, who spent thirty years working for and with pharmaceutical manufacturers, Simvera brings clarity to how pharma and biotech teams manage patient services hubs, navigate vendor transitions, plan indication expansions, and build operational infrastructure for launch. When guesswork ends, clarity begins. Learn more at www.simvera.com.

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