

Inbound Outbound Patient Support Program

HCL

Customer Profile

American biotechnology company pursuing ground-breaking science to discover and develop medicines for people with serious and life-threatening diseases.

Problems/Objectives:



Inbound patient support line with outbound patient adherence/ persistency goal

Existing Environment:

- Call center support is staffed with nurses having primary responsibilities of handling inbound inquiries from patients and caregivers regarding treatment/ therapy for designated supported products as well as completing outbound calls designed to educate and overcome barriers to treatment adherence and persistence.
- While patient and caregiver education are the primary focus of the interactions, additional critical requirements include the identification and initial intake of AEs and PQCs.

Scope:



Patient support and adherence

- Patient Information and education
- Coaching, counseling, and disease management using motivational interviewing
- Education and triage to access and reimbursement partners

Our Solution



Optimized patient support to overcome barriers and drive adherence

- Skilled health liaisons (nurses/ healthcare providers) focused on delivering high-quality customized support
- Profiling patients for potential barriers to adherence
- Design, development, and approval expertise provided to the client across:
 - Branded and unbranded programs
 - Inbound and outbound call content and messaging
 - Partnership with a project team consisting of client, third party scriptwriting agency, and third-party client marketing vendor in designing conversational scripts/ guidelines (which had historically been verbatim only)
- Activity reporting
- Voice of the patient feedback

Value Delivered



- 20% lift in patient persistence after 6 months for patients enrolled in the program versus a control group of patients not enrolled (receiving no outreach during treatment)
- 4:1 Return on Investment (ROI) for patients engaged in the outbound call center tactic - which is the highest ROI across all channels and tactics including outbound calls, direct postal mail, and email touchpoints
- 5% quality goal met
- Improved Customer Satisfaction (CSAT) for each channel

