



# Lessons Learned From Creating & Managing Patient Support Services



# Ultragenyx Patient Support Program Objectives

1

Understand  
360-degree view  
of patient  
journey

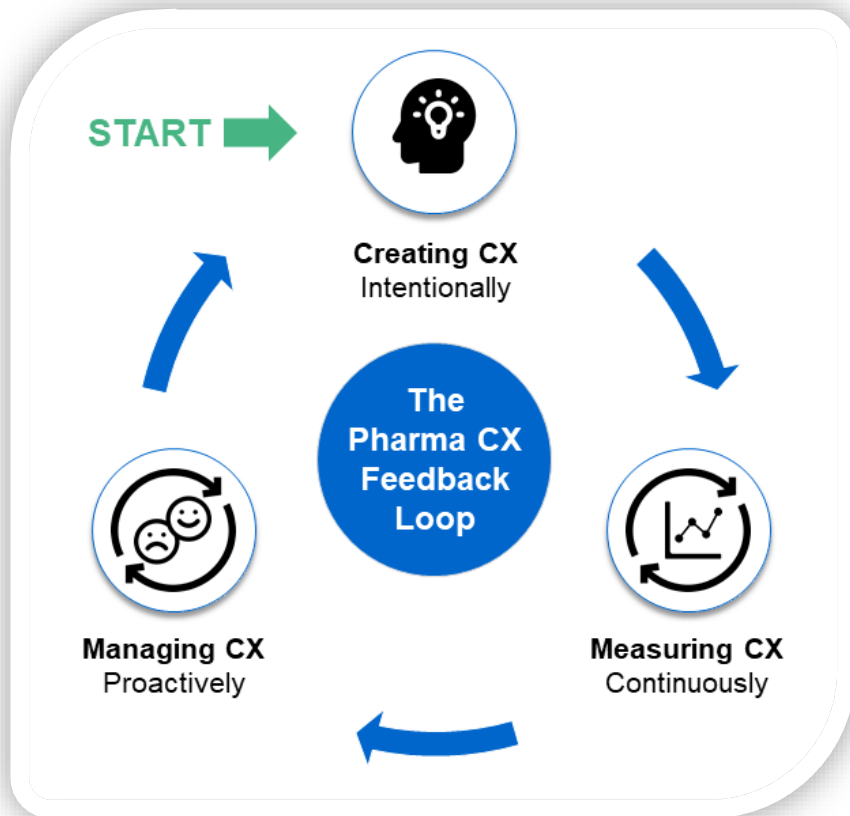
2

Discover unmet  
patient needs

3

Bridge gaps in  
patient journey

# How PeopleMetrics Helped Ultragenyx Reach Patient Support Program Objectives



## PeopleMetrics Program

- ✓ Transactional Onboarding Survey
- ✓ Adherence Check 6-Month Survey
- ✓ Adherence Check 12-Month Survey
- ✓ Adverse Event Monitoring / Reporting

# PROGRAM FINDINGS: Ultragenyx Patients Thrive When They Receive These Patient-Directed Values...

*n size = 96 patients*



## Empathy

My UltraCare Guide has a good understanding of my personal situation and needs.



## Preparation

Do you feel that your experience with UltraCare Patient Services has adequately prepared you to begin treatment?



## Dedication

My UltraCare Guide cares about providing me with the best possible service.



## Key Lessons Learned



Hire based on compassion, dedication and empathy



Expect the unexpected as every patient journey is different



Collaborate between patient team and IT for accurate data


# Patrick Cary Patient Services Background




## Patrick Cary

- ✓ 18+ years in tech & rare disease
- ✓ Spoken to 45,000 patients in his career
- ✓ Currently works at Ultragenyx as Associate Director of Patient Access & Service Effectiveness




# Need More Background on Pharma CX?



  
**AMAZON #1 BEST SELLER**  
**PHARMA CUSTOMER EXPERIENCE**  
20 SECRETS TO 10X YOUR CX AND BOOST PATIENT OUTCOMES  
SEAN McDADE, PhD

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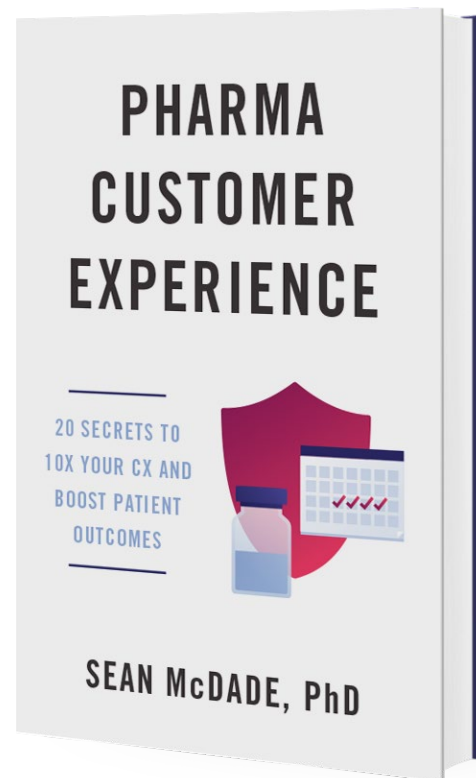
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# Pharma Customer Experience

## *Importance of Cross-Functional Involvement in Patient Services*



### **Chapter 19: Don't Go It Alone**

*Pharma CX requires a village (or at least a team of internal champions).*

### **Chapter 20: Find Thoughtful Partners**

*Pharma CX requires external partners—choose carefully.*

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