



# Patient Services Case Study:

## Optimizing the Case Manager Model for Rare Disease





# The Problem

A global pharmaceutical company was utilizing an assigned case manager model for their Patient Services offering in the rare disease space.

A key benefit of this high-touch model is the ability to provide service catered to individual needs.

The company wanted to understand **patient perceptions** of their case manager interactions in order to pinpoint improvement areas during these conversations...



# Our Approach

**PeopleMetrics instituted an ongoing survey program** to help the company capture the experience of patients.

Survey invitations were sent via email to patients following interactions with case managers, and these responses were reflected in the PeopleMetrics reporting platform in real-time.

Alert notifications were triggered for any negative feedback so responsible parties would be notified in real-time of any patients that had unresolved issues following an interaction with their case manager.

# Key Insights

High case manager satisfaction scores showed that **the case manager model provided a strong base** to serve patient needs.



However, open-ended feedback showed that **patients faced distinct barriers** in certain conversations with their case managers.



**Patients were frustrated** when their case manager **could not provide answers to questions about their disease state**, which case managers are unable to discuss by law.

Patients felt they were not only **blocked from having this discussion** with their case manager, but that they also **weren't given any direction as to where they might find the answers** to their disease state questions.

# Recommendations

Based on the survey results, PeopleMetrics recommended that the company focus on **how to connect patients to more information about their disease state**:

1

**Standardize how to answer questions that are out of scope for case managers.**

Develop a script and standardized procedures for case managers to follow when asked to provide disease state information.

2

**Communicate limitations early on.**

Set expectations with patients early in the relationship about what types of questions case managers legally can and cannot answer.

3

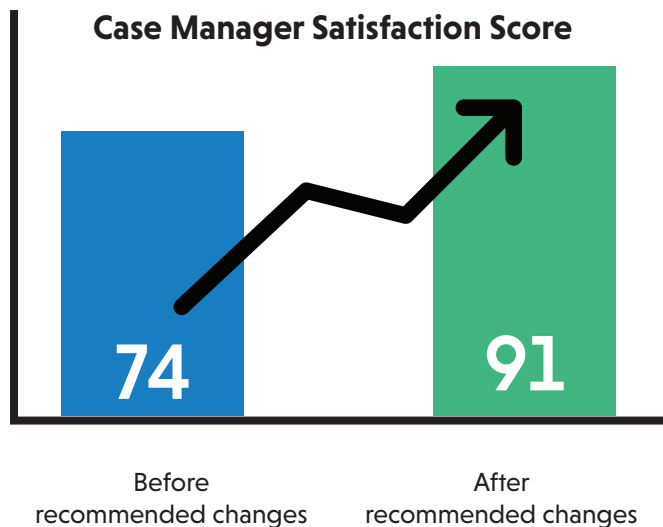
**Provide patients with other avenues for finding disease state information.**

Redirect patients to additional resources over the phone, but also by posting information on your website and other channels.



# Actions Taken & Results

To improve patient handoffs to other resources and organizations for disease state education, the company sought to **develop a consistent script for this conversation between case managers and patients**, and add this as a component to case manager trainings.



This resulted in a **17-point increase** in case manager satisfaction.

# PeopleMetrics



**We exist to** quickly and securely collect feedback from patients, caregivers, HCPs and more to provide Pharmaceutical manufacturers with the actionable insights they need to best serve their patients.



**We do that by** combining our 20+ years of Pharmaceutical industry expertise with our powerful, secure reporting software to deliver actionable insights... in real-time.


## PeopleMetrics Patient Services Compass™

Drive Adherence with Real-Time Survey Feedback



- ✓ **Surveys to patients, caregivers and HCPs** at key milestones (onboarding, 1st shipment, 3/6/12-month)
- ✓ **Patient services benchmarks** based on 15 survey questions approved by multiple Pharma legal teams
- ✓ **Measure internal case managers or outsourced HUBs.** Collect feedback whether your team is in-house, fully outsourced, or partially outsourced
- ✓ **Continuous real-time reporting in a secure software platform.** View and create dashboards with real-time reporting

  
**Measure effectiveness in real-time**

  
**Track KPIs like overall patient satisfaction & treatment preparedness**

  
**Identify gaps in patient services offerings**

  
**Identify and act on non-adherence risks in real-time**

  
**Improve case manager - patient interactions**

Learn more at [www.peplemetrics.com](http://www.peplemetrics.com)