



# PeopleMetrics Patient Services Compass™

## Drive Adherence with Real-Time Survey Feedback



### Surveys to Patients, Caregivers & HCPs

During or immediately after  
an experience



### Measurement at Key Milestones

On-boarding, first shipment,  
first infusion, etc.



### Continuous Real-Time Reporting in a Secure Software Platform

View and create patient  
feedback dashboards



### Measure All Patient Support Offerings

Case manager, call center,  
digital patient portal, mobile app



### Industry Benchmarks

Based on 15 survey questions  
approved by multiple pharma  
legal teams



### Internal or Outsourced Team

In-house, fully outsourced,  
partially outsourced

*"PeopleMetrics Patient Services Compass™ has enabled our Patient Services team to measure satisfaction, identify improvement areas, and have hard metrics in an ongoing fashion to ensure that our programs exceed our patient & caregiver expectations"*



Trusted Patient Experience Partners

[www.peoplemetrics.com](http://www.peoplemetrics.com)

Contact us to get started today:

[connect@peoplemetrics.com](mailto:connect@peoplemetrics.com)

# PeopleMetrics

## Case Study

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A global pharmaceutical company invested in Patient Services as part of its launch strategy in a competitive market in the rare disease space.

The company wanted to **monitor the onboarding experience of new patients** and **immediately identify patients who reported a negative experience or felt unprepared to begin treatment** so they could take appropriate corrective action.



### Our Approach

PeopleMetrics instituted a **daily ongoing survey program** to help the company capture the experience of newly onboarded patients. Survey invitations were sent via email to patients soon after their experience, and **blinded patient responses were reflected in the PeopleMetrics reporting platform in real-time**. Alert notifications were triggered if patients reported feeling unprepared for treatment.



### Key Insights

Rolling patient feedback highlighted the **importance of the case manager – patient relationship**. While patients appreciated the digital touchpoints, the relationship with individual case managers was the key determinant of patient perceptions of Patient Services. New patients also indicated that they would like **more communication** and **additional resources** around their therapy.



### Actions Taken

The company used patient feedback to validate its decision to **invest in employee retention strategies** after experiencing churn in case manager staff. Adjustments to the **patient portal** and **app** were considered based on patients' expressed need for additional communication around their therapy. The ongoing survey format enabled the company to **adjust their onboarding process, pilot the changes, evaluate the implications and monitor for improvement**.