

Understand Perceptions of Your Hub Program

Situation

- Patients and providers expressed **dissatisfaction with services** offered by the company's hub (eg, confusing process, eligibility criteria, who to communicate with)
- The company **relaunched the program** with enhanced services, a customer portal, and redefined roles for client facing teams
- Company wanted to understand if user **perceptions of the hub had improved** after implementing changes



Approach

- **Partnered with company and hub services provider** to identify potential patients and providers to include
- **Conducted telephone interviews** with customers to understand perceptions of program (comparisons to other programs, information delivery preferences, etc)
- **Derived implications** for hub, including noted areas of improvement and ongoing areas of opportunity



Outcomes

- Overall, customers expressed that they were **satisfied or very satisfied** with the updated program offerings
- The findings helped the company to **expand** the modified program **staffing models and structures**, justify the need for ongoing staff training, and served as a baseline for future program assessments

