

## 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

Provide	r Survey Sample and Metho	dology	Pa	itient Survey Sample and	i Methodology	
n = 28 Providers 45-Minute Qualitative Telephone-Based Survey				n = 50 Patients 60-Minute Qualitative Telephone-Based Survey		
Physician	Physician Staff (Practice manager, nurse, case coordinator)	TOTAL	Patient	Family/Caregiver	TOTAL	
4	24	28	39	11	50	
Specific criteria for providers included:  - Experience with at least 2 other pharmaceutical company sponsored hub programs  - Directly responsible for patient enrollment into the program and ongoing communications  - Worked with manufacturer support programs for at least 2 years		<ul> <li>Additional recruiting was performed</li> </ul>		Northeast 26%	Hospital 16%	
Criteria for the patient Patient must be Have complete	or family/caregiver tive an on-label diagnosis d benefits investigation, been approved for approved for copay assistance			Midwest 36% South 21% West 17%	Office 84%	