

CASE STUDY



Applying Best Practices and Business Level QA to the Patient Experience

A Patient Support Services company exponentially increases manufacturer and patient satisfaction using RevealCX

ABOUT THE COMPANY

Founded in the 1980's, this US Headquartered patient support services company's goal was to improve the access to healthcare and pharmaceuticals for all.

Since then, they have grown to serve over 14M patients, operate 200+ patient support programs and \$1B in revenue. They employ 5,000 associates across 355 companies.

They operate 3 lines of business including Commercial, Clinical and Pharmacy fulfilment. They were an organization that had developed sophisticated Quality Assurance processes focused on compliance and coaching their agents.



**Healthcare
Industry**



**18M+
Patients Served**



**5000
Associates**



**200+
Patient Programs**

ABOUT US

Nexcom is a SaaS company with a compelling purpose of helping companies of all shapes and sizes deliver consistent, high-standard service experiences to their customers. We design and deliver big data-driven, AI-powered software platforms that enable companies to automate routine tasks, monitor agent and system performance, and become more timeefficient.

We help improve productivity, gain more operational knowledge, make informed decisions, and ultimately deliver better service.

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Fast and demonstrable ROI and
longstanding benefits



THE CHALLENGE

Diminishing returns on Quality Assurance investment

They had sophisticated processes and tools in place to monitor and constantly improve their patient and pharmaceutical manufacturer experience. However, they began to see significant diminishing returns in patient/manufacturer satisfaction.

Both the pharmaceutical manufacturer and patient experience had gone below satisfactory levels. This led to a negative physician experience and difficulty in hitting previously easily achievable revenue targets. Additionally, there was inconsistency with HIPAA compliance metrics.

To make matters more difficult, they were unclear on what drove patient/manufacturer satisfaction. The access to actionable data was not present and the data that was in place was not granular enough to identify the underlying causal factors.

THE WORKSHOP

The patient support services company's team engaged several software companies in search of a solution. As part of this they engaged with our customer experience experts in a workshop designed to provide analysis on quality processes and a high-level vision on solving the high value issues. They identified 3 areas to improve:

- > **Data Integrity Issues**
They were using a homegrown system based on disparate worksheets. This made it near impossible to consolidate data in order to make strategic decisions.
- > **Quality Assurance Focus**
Their focus ignored business level issues that drove 75% of unresolved issues.
- > **Inconsistent Experience**
The data integrity issues, the lack of focus on business level issues and a highly manual calibration process led to inconsistent patient experiences.

Together the teams developed a mutual vision to solve these issues including a deployment plan and potential ROI to drive the scope and timing.

THE SOLUTION

QA FOCUS

BEFORE

Investing in corrective action projects based on agent level findings only that did not drive return. This led to changes that did not matter to patients, business or manufacturers.

AFTER

Included Business Level Focus

- ✓ Measuring QA accurately using actionable data with granularity to understand what actions drive performance improvement.

QUALITY FORMS

Limited in scope.

Focus on critical errors

- ✓ Forms specified for each pharmaceutical manufacturer.

Business intelligence

- ✓ Enabling them to capture ALL issues affecting performance and make strategic decisions.

Rating Scale

- ✓ Format for key pharmaceutical manufacturer.

CALIBRATION

Manual and time consuming.

Digitized and automated

- ✓ Calibrating up to 65 associates at once.

DATA INTEGRITY AND VISIBILITY

Manual reporting at the agent level and team level weekly reports.

Real-time and intuitive reporting tool

- ✓ Monthly reporting packages focused on key insights at business level.
- ✓ Modified weekly reports.
- ✓ Business level collaboration improvement.
- ✓ Executive dashboards.

THE RESULTS



CSAT

6% increase in CSAT



SAVINGS

\$1m in savings in less than 6 months



CONTACTS

25% Reduction in redundant contacts



AHT

20 second reduction in AHT