



An HCL Technologies Company

Program Optimization: Expanding Adherence Programs into New Customer Segments

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The Challenge:

In 2013, a top 50 pharmaceutical company launched their first inbound, contact center Patient Support Programs to help drive medication adherence for the treatment of two chronic conditions. Our client had evidence that the patients enrolled in their Patient Support Programs stayed on therapy an average of 3 months longer than those not enrolled. The goal of the C3i Solutions contact center support program was to provide our clients patients with an alternative channel to receive education on their disease state and product information, as well as enroll patients into the Patient Support Program.

The Solution:

C3i Solutions quickly added value to the client's program by fully leveraging the brand and the experienced Patient Support Program agents in two powerful ways. First, by adopting an extended service model to maximize national coverage and second, by proactively suggesting how the client could leverage available bandwidth to make outbound calls to pharmacies to educate them on the program benefits available to eligible patients on the client's products.

The Results:

The client agreed to use their C3i Solutions team to execute a 10 month, 6 brand, outbound pilot to pharmacies to evaluate the receptivity of distributing the Patient Support Program enrollment kits to all eligible patients at the point of product purchase.

- ✓ The C3i Solutions team assisted with the development of the outbound pharmacy program script and determined the outbound program schedule based on forecasted call volumes and staffing needs.
- ✓ The C3i Solutions team quickly optimized the best time and days to connect with key decision makers at the pharmacies, successfully completing these calls in 2 dials or less.



- ✓ The receptivity of the program was extremely positive, with an average of 57% of all outbound calls resulting in the request of the Patient Support program information for distribution by the pharmacist.
- ✓ 10% of the pharmacies requested a call back at a different time to ensure they received the valuable program information and enrollment kits.
- ✓ 92% of the targeted pharmacies enrolled in the program.

The C3i Solutions team met and in many cases exceeded all the clients Patient Support Program KPIs' during the pharmacy pilot while delivering a high quality service to all the enrolled patients. As a result of the program success, the client expanded the outbound program to their entire portfolio of 11 brands.