



2022 Report:

Patient Services Trends Point the Way to Better Hub Provider Partnerships and Stronger Outcomes

by Matt Hall, President of Patient Solutions at CareMetx

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The Trends Driving Patient Services and the Hub Partners They Rely On

With chronic and rare diseases growing more prevalent, it's no surprise that the market for specialty pharmaceuticals is skyrocketing. A forecast by Mordor Intelligence shows the market expanding at an incredible compound annual growth rate (CAGR) of more than 35 percent over the next five years, potentially exceeding \$353 billion by 2027.

The increasing need for specialty therapies is undeniable. But their high cost and complexity create unique challenges when it comes to ensuring patients initiate, adhere to, and gain the maximum benefit from these life-altering therapeutics.

The specialty pharmaceutical industry is well-aware of the potential for exploding growth—along with the accelerating demands that can hinder their ability to capitalize on this significant opportunity.

Yet, many pharmaceutical manufacturers haven't evolved their approach to patient services in ways that enable them to overcome the inherent challenges of specialty therapeutics and deliver strong value to every stakeholder. Unless these manufacturers commit to transforming how they support specialty therapeutics, success will be elusive.



As a leading provider of digital hub services, CareMetx is dedicated to helping specialty pharmaceutical manufacturers optimize patient access, affordability, and adherence to therapy. Recognizing there is often a big gap between a specialty pharmaceutical manufacturer's objectives and their actual experience, we conducted research to get a better sense of the patient services trends that are driving how they choose and deploy hub services.

This report outlines five key themes that emerged from the research, offering a window into how specialty pharmaceutical patient services are evolving, where manufacturers see their priorities over the next 18 months, what they want and need in a patient services hub provider, and how those vendors are positioned to meet their needs and align with their business objectives.

The insights from the research tell a compelling story about the challenges of ensuring a consistent and effective patient experience, the obstacles that hinder patient access and adherence to therapy, and manufacturers' perceptions of the hub providers that can help them remove obstacles to driving higher prescriptions and better patient outcomes.



"The most highly recognized vendors aren't well-prepared to meet the needs of today's specialty pharmaceutical manufacturers. And they aren't equipped to respond to the trends that are driving the need for a more patient-centric experience.

That signals a need to shift the thinking and approach to hub services vendor selection."



A Note On Research Methodology

To glean insights about patient services trends and how they impact selection of a hub provider, CareMetx distributed an email survey to contacts across the global specialty pharmaceutical industry. A total of 101 people received the survey, primarily from leading pharmaceutical and biopharmaceutical companies, with a small sampling of healthcare providers (HCPs) and industry consultants. Participants represented a wide range of roles, spanning medical, commercial, sales, marketing, research and development, market access, procurement, and senior leadership.



Theme One

It's All About the Patient.

Patient-oriented solutions drive value.

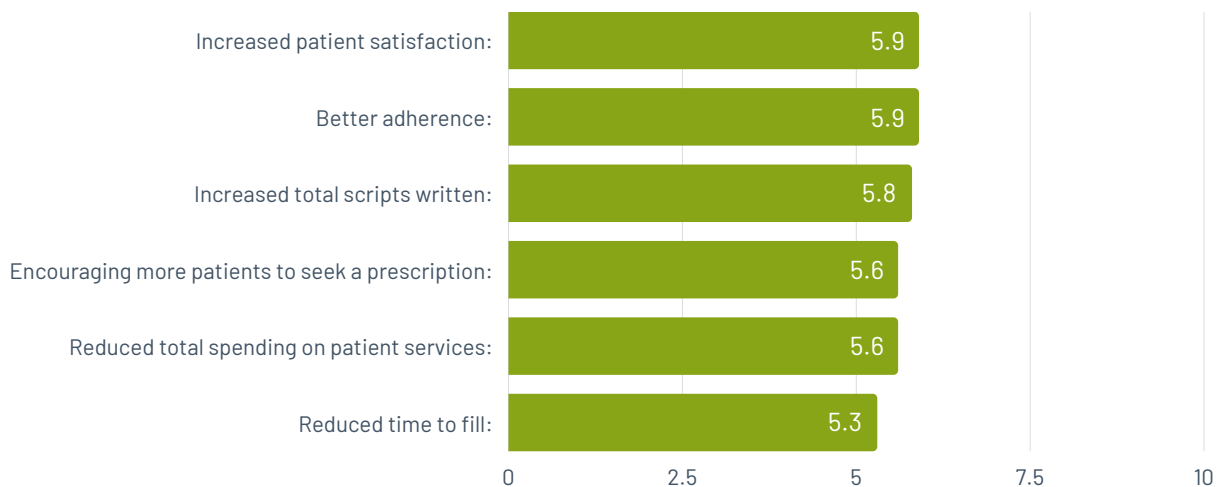
It's no great revelation that the patient lies at the heart of any specialty pharmaceutical patient services solution. But what is revealing and noteworthy is how strong the research validated the undeniable need for patient-centric solutions that drive greater value for manufacturers of specialty pharmaceuticals and medical devices.

When we asked manufacturers and consultants to share their greatest areas of focus for the next 18 months, the answer was compelling and unequivocal: They want to encourage patients to seek new prescriptions, increase the total number of scripts for their therapies, improve patient adherence and use of complex therapeutics, and drive greater patient satisfaction with the therapy and the overall experience.



"The culture we have built with CareMetx is that of trust, transparency and passion for helping patients. I look forward to continuing the journey with CareMetx and being able to support patients and their HCPs through the exceptional service delivery that CareMetx provides."

What's Most Important to Specialty Pharmaceutical Manufacturers in the Next 18 Months



Not surprisingly, the role of the respondent directly influences their objectives and areas of focus when it comes to patient services solutions, with clear distinctions apparent by function.

- **For instance, the R&D and new products/global commercial teams place the greatest importance on encouraging patients to seek new prescriptions—perhaps indicative of their involvement in bringing new specialty therapies to fruition.**
- **On the other hand, members of the medical team place the greatest importance on factors like optimizing the dosage and adhering to the treatment plan—likely a reflection of their inherent concerns about improving health outcomes.**

How Patient Services Priorities Differ by Function

Which functions rate these priorities highest in importance over the next 18 months?



Increase Total Rx Written:

New Products/Global Commercial, R&D, Senior Leadership



Increase HCP Satisfaction:

Market Access



Reduce Missed Doses:

Medical, Patient Services



Optimize Dosage:

Technology



Increase Adherence:

Sales



Reduce Total Patient Services Spend:

Customer Experience



Increase Patient Satisfaction:

Safety & PV



The Drivers of Value for Patient Services

When specialty pharmaceutical and medical device manufacturers derive greater value from their patient services programs, by extension their patients realize greater value through a more consistent, positive experience and better health outcomes.

But exactly how do manufacturers define “value” in the context of the patient services solutions they rely on to support their new therapeutics or medical devices? Increasingly, we find three value drivers at work.

- 1 A complete, patient-centric view of the therapy initiation process.**

While many patient services vendors focus primarily on tasks associated with the therapy’s cost—such as verifying benefits, confirming reimbursement, and securing co-pay cards—providers like CareMetx recognize that successful initiation demands a much more holistic approach. An intensive and comprehensive focus on the full scope of initiation, including the likelihood of obstacles like challenges with self-injection, difficulty getting to an infusion site, or concerns about managing side effects, sets up the patient and manufacturer for success and ensures the program delivers high value to both.
- 2 A truly integrated solution.**

For both HCPs and their patients, a single point of contact throughout their respective journeys is ideal. Yet it’s not always attainable, in part because many digital hubs don’t seamlessly integrate the many disparate systems and data sources required for a seamless experience. When that happens, HCPs and patients are left to deal with the inefficient, time-consuming, frustrating process of interacting with many different contacts and vendors to accomplish what they need.
- 3 Data that supports insights.**

The patient journey generates a great deal of data about specific transactional points like benefits verification and prior authorization. The ability to turn that data into meaningful, useful insights is what creates value for specialty pharmaceutical and device manufacturers that outsource their patient services to hub providers. Equipped with data-driven insights and greater visibility into how their programs are performing in relation to the metrics that matter, manufacturers can make better decisions about how and where to invest and deploy their resources for maximum ROI.

Where Does Cost Fit into the Conversation?

Interestingly, cost-related factors like reducing the total spend on patient services were ranked relatively low by respondents in most of the functional areas we surveyed. In fact, if not for an exceptionally high ranking by Customer Experience representatives, reducing total spend would have rated much lower than it did.

This speaks to the growing recognition that when it comes to patient services solutions, it's the best value—not necessarily the lowest cost—that will deliver the best results. The more decision makers prioritize value, the less important cost becomes.

Admittedly, internal conflicts about the relative importance of cost in the decision often arise within pharmaceutical manufacturer organizations. Procurement is incentivized to drive down costs, while their colleagues in functional areas like market access and hub operations may prefer to take a total cost of ownership (TOC) and value-driven approach to the decision. That disparity may put more pressure on hub services decision makers to define and demonstrate the value they expect to derive by choosing a particular patient services vendor-partner.



Traditionally, hub services requests for proposals (RFPs) have tended to center around cost considerations, making it difficult for pharmaceutical manufacturers to evaluate hub providers holistically. Cost-related criteria tend to focus on individual transactions—distinct points in time—as opposed to the relationship required to improve and enhance the entire patient journey.

When manufacturers evaluate hub providers based on transactions, it may drive up individual transaction efficiency numbers but it's not likely to solve the root cause of a patient's challenge or problem. In turn, the manufacturer is not likely to achieve its goals of increasing total prescriptions and driving greater adherence to therapy—causing manufacturers to leave value on the table when choosing a hub services partner. By seeking a more holistic, patient-centric program that focuses on the entire patient journey, manufacturers can realize greater value from their programs and meet or exceed their business objectives.



"CareMetx has been a tremendous partner the past two years and a critical component of the success of our product launch. The strategy and operations team have always been responsive to the evolving needs of the program and have worked effectively to streamline and expedite all requests."

Best Practices for Obtaining Value from a Patient Services Program

How can specialty pharmaceutical and medical device manufacturers obtain the best value from a patient services hub arrangement? It comes down to ensuring the vendor focuses on the full scope of value drivers in the patient journey and takes a holistic view of how to enhance and improve that journey.

Specifically, specialty pharmaceutical manufacturers should look for:



Hub staff who are thoroughly trained to understand and consider the complete picture of the patient, not simply the transaction at hand



Data integrations and technology systems that allow the vendor to consolidate the available data—including disparate data streams—to create a total picture of the patient, their situation, and their needs



Operational processes that are truly patient focused, organized to support the overall patient experience as opposed to distinct transactions or points in time



Capabilities that ensure equal access to services across all patient populations, such as phone support in multiple languages, webpages that are accessible to patients with visual impairments, links to patient foundations, and other measures designed to address social determinants of health



The flexibility to adopt the type of hub services model that best suits your current needs and transition later if those needs evolve (for example, starting with a transactional model and adopting a more end-to-end, patient journey-focused approach to hub services)



Theme Two

Setting Up the Patient for Success.

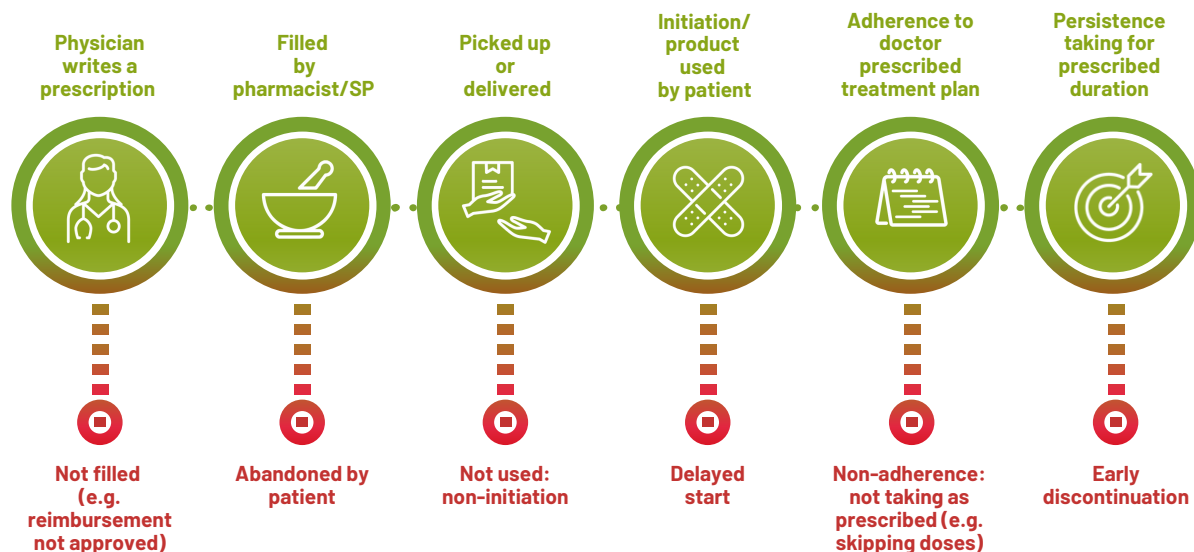
Focusing on the right criteria sets a strong foundation for initiation.

Everyone involved in a specialty therapy's use has a vested interest in ensuring that the therapy initiation is successful. For instance, in the case of a specialty drug, many scripts go unfilled, are abandoned after approval, or are simply never used after delivery—making it essential that the process is smooth and effective.

But not everyone across the industry defines “initiation” the same way.

To truly set up a patient for success demands a holistic view of the initiation process. And as our research uncovered, there is a link between what manufacturers view as important in a patient services solution, how they choose a solution provider, and the impact on patient initiation.

Initiation Journey and Obstacle Points



The Criteria That Drive Selection of a Patient Services Provider

When it comes to choosing a patient services provider, the ability to access more patient data, to tightly coordinate patient services, and to demonstrate overall effectiveness of the solution rank highest in importance for the respondents who shared their insights with us.

Not surprisingly, the most important considerations in choosing a patient services hub overwhelmingly focus on the capabilities that align with manufacturers' priorities. A full set of patient services solutions, along with the technology and innovation it takes to support and facilitate the patient journey, are top considerations for manufacturers seeking a hub services partner.



Manufacturers that use CareMetx hub services see a 33 percent improvement in time to therapy.

Factors with the Greatest Impact on Hub Provider Selection

Number of respondents (out of 17 total) who ranked factor as having "high impact"

More Patient Data Available: **8**

Tighter Coordination of Patient Services: **7**

Demonstrate Effectiveness of Patient Services: **7**

Factors Ranked Highest in Importance in Choosing a Patient Services Vendor

Full set of patient solutions: ranked a **10** out of **10** by **11** respondents

Technology and data innovation: ranked **9** out of **10** by **10** respondents

The Obstacles That Hinder Initiation

Specialty pharmaceutical and medical device manufacturers may know and understand what they need to support a process that sets up the patient for success throughout their journey. But they also recognize that many obstacles can get in the way of an effective initiation process.

While some hub services processes focus primarily on verifying benefits, confirming the insurer will reimburse for the service, and obtaining a co-pay card for patients who are eligible, successful initiation of a complex specialty therapeutic involves much more.

Starting a specialty therapy can prove incredibly challenging for many patients, even after the cost-related issues are addressed. It's much like having to work your way through a brick wall: If you only remove one brick (cost issues), the patient is still left with many more bricks to work through before they're truly set up for a successful experience that results in the best health outcomes.

Consider the various challenges that can stand in the way of a patient successfully initiating a complex specialty therapy:

- Cost-related issues (like insurance coverage, co-pays, and deductibles)
- Prior authorization requirements
- Logistics (such as getting the necessary blood work completed or traveling to an infusion site)
- Medication side effects (ensuring patients know what to expect and are equipped to manage any side effects they experience)
- Self-injection issues (helping patients learn and gain confidence in the process)
- General expectations (such as what to expect throughout the course of therapy)
- Motivation and other emotional issues (including whether the patient has the desire and resilience to push through a complex therapy regimen)
- Family and other social support (which can play a key role in helping patients manage or minimize the many obstacles they may face)
- Social determinants of health (including housing, nutrition, transportation, education, income, and general literacy)
- Health literacy (including the degree of ownership of their health)

When hub services providers fail to consider the full range of real-world obstacles and instead deliver a fragmented experience that focuses primarily on insurance- and cost-related challenges, it greatly limits the odds that the patient will initiate and stay on therapy successfully.

Best Practices for Setting Up Patients for Success

To ensure patients are in the best possible position to initiate much-needed therapies, it takes a holistic view of what initiation involves—and a patient services solution that addresses every aspect of this complicated, multi-faceted process. To accomplish that goal, manufacturers should follow best practices like these when choosing and working with a patient services hub provider.



Map out the patient journey and the barriers that impact it.

Be sure to include every step involved in initiation, beyond the insurance- and cost-related tasks, and every challenge that can stand in the way of successful initiation and adherence. Then ask the vendors you're evaluating to demonstrate how they support every step in the journey and address every potential obstacle. Ideally, your hub provider's technology and support teams should screen for the barriers that threaten initiation and adjust their successive patient interactions accordingly.



Craft an RFP thoughtfully.

When developing an RFP for a patient services hub, include questions that help you determine if the vendor provides a full set of solutions that map to the patient journey and eliminate or address the obstacles that can thwart successful therapy initiation and long-term adherence.



Look for a breadth of integrated solutions.

The best patient services solutions provide the full breadth of capabilities needed to support a patient's initiation and entire journey, in an integrated fashion that reduces friction, removes common struggles, and delivers a singular, consistent experience for HCPs and patients, resulting in the best health outcomes. Single-point solutions simply aren't sufficient to address what a patient typically goes through to initiate a complex specialty therapy.



Data integration, predictive analytics, and machine learning help hub providers drive next best actions and continuous improvement in the patient's experience.

Theme Three

Traditional Model Hubs Create Frustration and Cost, Not Value.

It's time to reconsider how you choose a hub provider.

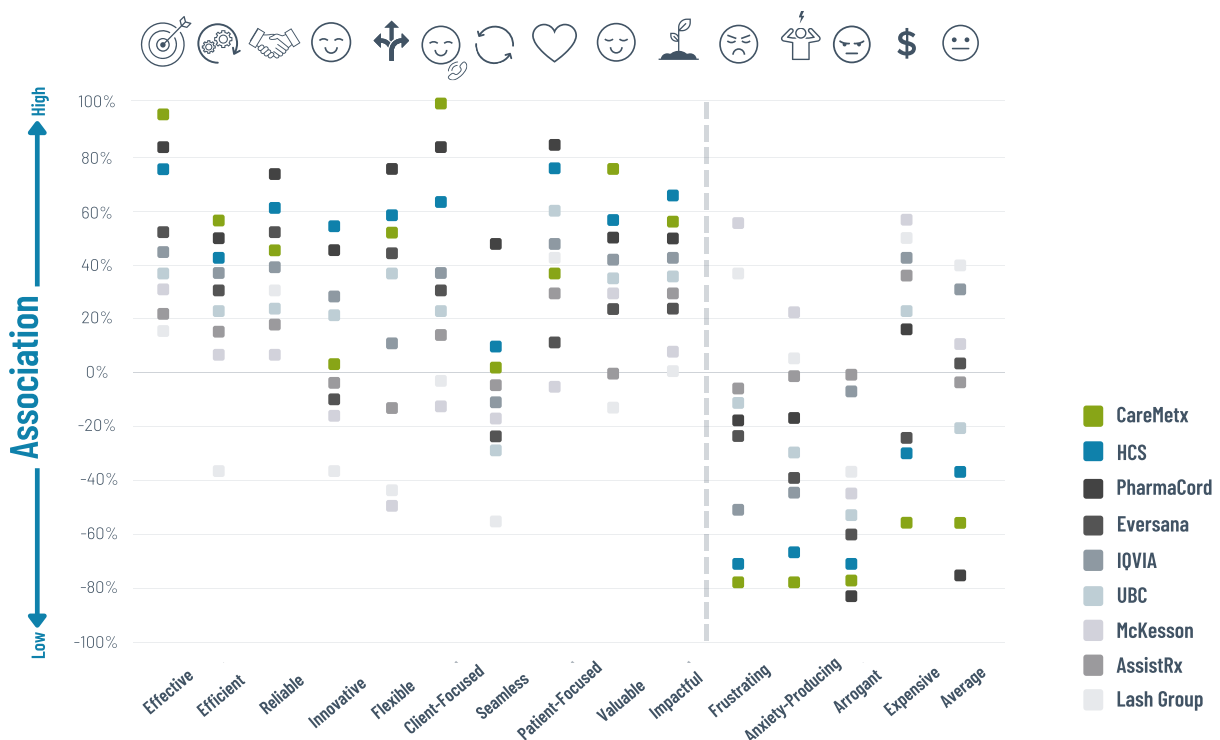
When it's time to select a hub provider, many manufacturers follow the age-old approach of choosing the largest vendors or those that are most well-known. After all, big and familiar must equate to effective and valuable, right?

Not according to the respondents in our research.

Not only was awareness of a vendor not associated with the best experience for the manufacturer; the two were negatively correlated. The largest vendors were the most often recalled, as might be expected. When we showed respondents a list of the industry's major hub providers and asked which vendors they're aware of, McKesson earned the most mentions and Lash Group the third most mentions.

However, both vendors were highly correlated with negative performance attributes, such as "frustrating" and "expensive." And both were inversely correlated with positive performance attributes, such as "impactful" and "flexible."

Characteristics Associated with Today's Hub Vendors





The Vendors with the Greatest Awareness are Delivering the Worst Experience

Highest ranking for “frustrating”: McKesson and Lash Group

Highest ranking for “expensive”: McKesson and Lash Group

Second lowest ranking for “impactful”: McKesson and Lash Group

Lowest ranking for “flexible”: McKesson and Lash Group

Name Recognition Doesn’t Always Equate to Value

While it might be reasonable to assume that the most well-known companies in an industry always deliver the greatest value, in the case of hub services that assumption doesn’t hold up.

Much like the lumbering, behemoth organizations of the 1980s that struggled to innovate and adapt, like General Motors, today’s large, well-known hub services providers don’t rank well on measures that matter most to their customers. Instead, they’re associated with the least positive customer experiences—revealing that they’re likely delivering less value to pharmaceutical manufacturers than their lesser-known rivals. While the survey didn’t ask what criteria drives manufacturers to choose these highly recognized vendors, we do know they’re most often associated with causing a frustrating, expensive experience.



CareMetx processed over 100,000 benefits verifications for a global leader in immunology and dermatology. Only 10 percent defaulted to manual methods for completion—a stark contrast to some hubs, which process 100 percent of their benefit verifications manually.

CareMetx believes there are three main reasons for the disconnect between vendor recognition and customer satisfaction:

- **Counter-productive business model.**

The industry's largest and most well-recognized hub services providers base their business model on what is affectionately known as "butts in seats." The more phone staff they have working on a program, the more profitable the account. Under this business model, it behooves the provider not to invest in automating the processes that are critical to improving a patient's success with the treatment, speeding and streamlining steps like benefit verification and prior authorization, and driving down the manufacturer's costs. Instead, they're financially incentivized to simply add more and more staff resources to the program.

- **Lack of innovation.**

There's little or no motivation for the best-known hub services providers to invest in innovation. Their business model doesn't encourage thinking about the next generation of digital hub technology, applying behavioral science to the task of improving therapy initiation and the overall patient journey, or integrating data from specialty pharmacies, for example. Not only are they not motivated to do the same things better; there's no incentive to do new and better things that can drive greater value for manufacturers and patients.

- **Poor handling of data.**

There's tremendous dissatisfaction with how the major hub services vendors handle data. What we hear anecdotally is that pharmaceutical manufacturers believe old-line companies like McKesson and Lash Group fail to provide them with easy access to data about their own programs and offer little or no flexibility in using that data as they see fit. At a minimum, manufacturers want data access and control; ideally, they want to derive value from their data through the application of analytics. Hub providers that are unable to meet those needs will invariably rank low on positive performance attributes and customer satisfaction.

Rethinking the Approach to Hub Services Vendor Selection

When it comes to choosing a vendor-partner for a significant initiative, conventional wisdom often says, "No one gets fired for selecting (widely known vendor)." Yet, as our research results underscore, there are flaws in that logic.

While a less well-known vendor may appear to be a risky choice, selecting a vendor that isn't highly rated by its own customers presents a very high degree of risk. At a minimum, the manufacturer and its patients are likely to be underwhelmed by the level of service they receive; in the worst-case scenario, both may be significantly underserved.

Shouldn't a manufacturer expect the most from its patient services hub—not the least?

Our research shows that the most highly recognized vendors aren't well-prepared to meet the needs of today's specialty pharmaceutical and medical device manufacturers. And they aren't equipped to respond to the trends that are driving the need for a more patient-centric experience. That signals a need to shift the thinking and approach to hub services vendor selection.



CareMetx automation rates average 40 percent across a wide range of specialty manufacturer programs.

Best Practices for Selecting a Vendor Based on Value

If the traditional approach to choosing a patient services hub no longer works, then what does? Best practices like the following can help specialty pharmaceutical and medical device manufacturers choose a hub services provider based on true value as opposed to mere name recognition—making a smart choice that pays off in higher ROI and better patient and HCP satisfaction.



Re-affirm your patient services vendor selection.

Entrusting a provider to handle the patient services programs that are vital to your therapy's success isn't something to take lightly. Rather than continue with the status quo, invest the time to re-evaluate your current provider and affirm whether their business model and approach align with your objectives and your greatest areas of focus in the short and long term.



Focus on the criteria that make a difference.

While it may be tempting to gravitate to hub providers that have high name recognition or have served the industry for decades, longevity and reputation don't always correlate with a positive experience. Your RFP should focus on criteria that will make a difference in the success of your patient services program along every metric you use to measure it. That includes criteria rated highly by manufacturers who shared their insights with us—such as a full set of patient-centric solutions, the technology to drive efficiencies as well as effective outcomes, and the innovation needed to continually improve your patient services program.



Get underneath the customer experience.

When you're investing in a service with significant implications for your business, the value of customer references cannot be overstated. Make sure your RFP and evaluation process includes sufficient time and attention to connecting with the vendor's current and past customers who can provide insight into their experiences, both positive and negative. Be prepared to ask probing questions that get at what the experience of working with a particular vendor is truly like, both day-to-day for HCPs and patients and from a broader relationship perspective.



Seek a hub provider that can make an impact.

Your investment in a patient services program needs to deliver value and make an impact on your business. Look for hub providers that are viewed as impactful by specialty manufacturers.



Demand high automation rates.

High rates of automation for a patient services program may only garner attention from the operationally focused decision-makers involved in the process. Yet, the more automated your program, the less friction your patients will experience—and that drives better initiation and adherence to your therapy. When evaluating patient services providers, be sure to ask about their automation rates and see how they compare to other vendors.



Theme Four

Start Right to Run Right.

Implementation sets the stage for the entire patient services relationship.

It's evident that many specialty pharmaceutical and medical device manufacturers are frustrated with their experience with patient services providers. But what is driving that negative impression?

When we asked manufacturers to share their greatest sources of frustration with hub services, the results were loud and clear: Poor implementation far and away causes the most frustration in working with digital hubs. An effective implementation lays the groundwork for the entire relationship going forward, impacting the program's effectiveness and the level of satisfaction for both HCPs and patients. That means getting the implementation right is critical to running a sound, effective program for all of a manufacturer's stakeholders.

However, implementing a patient services program to support a specialty therapeutic is a significant undertaking that involves many different parties—from various functional groups within the pharmaceutical manufacturer's organization, to other vendors the manufacturer works with and will be affected by the hub program.

Exchanging data among these parties and integrating with their disparate systems can prove a highly complex effort, one that can easily slow or hamper the implementation if not managed properly.



"CareMetx is a wonderful hub vendor to work with, especially for highly managed specialty products."

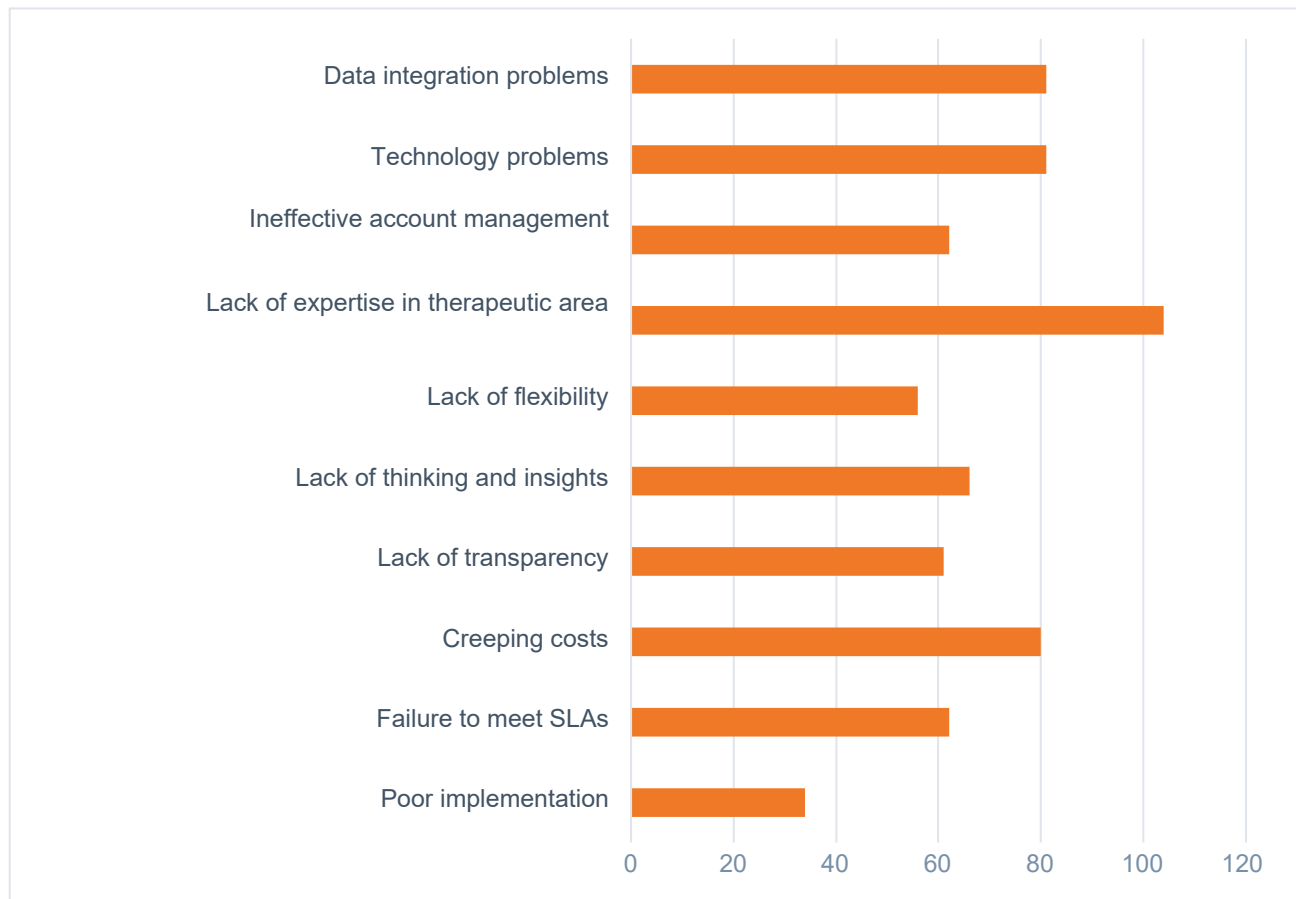


"CareMetx is committed to providing excellent customer service to the patients they serve."

Beyond the risk of technical hiccups and delays, implementations tend to come with a high price tag—another reason they top the list of frustrations for pharmaceutical manufacturers. The thought of paying a large sum for implementation, before their program is live and they’re actively using the hub system, often leaves a bad taste in the mouths of most manufacturers.

Sources of Greatest Frustration with Patient Services Hub Providers

The lower the number, the higher the degree of frustration



Best Practices for Getting the Right Start

The importance of setting a strong foundation for a patient services program through an effective implementation cannot be emphasized enough. Yet many manufacturers don't gain the benefit of a good start to their therapy programs.

Best practices like the following will enable specialty pharmaceutical and medical device manufacturers to alleviate implementation frustrations and get their patient services programs off to an effective start, setting the stage for the best outcomes.



Rely on the hub vendor's expertise.

Experienced hub providers like CareMetx apply a proven approach to implementations that pave the way for a successful start. For example, we understand the nuances of obtaining regulatory compliance, the most effective ways to work with the many parties involved in getting a patient services program set up, and best practices for engaging and informing all the stakeholders the hub will impact. While it can be tempting to seek control over such a major undertaking, the fact that a hub vendor has implemented successful programs across many different manufacturers puts them in strong position to leverage what's proven to work, time and again.



Expect a predictable, time-efficient implementation process.

By taking an operations research approach, experienced hub providers like CareMetx break down every step in the process as a component that can be defined, measured, and optimized. In our experience, a predictable, time-efficient implementation process comes down to clearly defined workflows, all of which are measurable.



Theme Five

Are You Missing the Conductor?

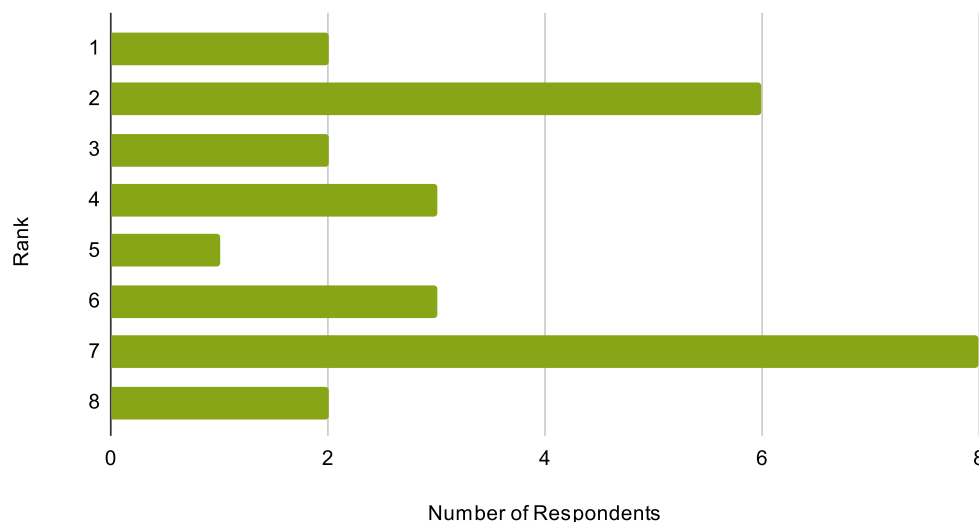
Strong account management moves patient services from transactional tasks to holistic journey.

As our research bears out, the account management function of a hub services provider isn't always viewed as critical to a successful implementation and a fruitful ongoing relationship. It's much like an orchestra conductor: They're essential to making sure all the pieces work together seamlessly, but they're never the focus of attention. In fact, very often you don't know how important they are until they're not there.

When we asked survey respondents to rank the importance of various attributes of a patient services provider, they had diverse views about account management. Only 4 of 34 ranked it as having relatively high importance, about half ranked it of medium importance, and nearly a third placed it at or near the bottom. These results reflect a lack of understanding of just how essential good account management is in getting a patient services program off to a strong start and keeping it on track.

Importance of a Hub Vendor's Account Management Team

Number of respondents at each rank level, with 10 being "most important" and 1 being "least important"



"I have been working with the CareMetx adherence team since 2020 and can say, with no hesitation, that this is the ultimate vendor partner. The team's responsiveness, sense of urgency, transparency in everything they do is unprecedented."



CareMetx views it as a very telling oversight that most pharmaceutical manufacturers and other stakeholders that participated in our research didn't rank account management high on their list of important attributes of a hub provider. In our experience, if the hub provider's account team isn't building a strong partnership with the manufacturer and taking ownership for the success of the relationship and the program, the results are likely to suffer.

Why Account Management is More Important Than It's Perceived

Counter to the views of some of our respondents, CareMetx sees account management as critically important to an effective patient services program, for three key reasons.

A good account team:

- **Provides strategic direction.**

One reason that manufacturers might rank account management low in importance is they've come to have low expectations for this function. That's because many account management teams are tactically focused, only looking at the logistics involved in completing day-to-day tasks. A good account team is fully aligned with the brand, the manufacturer's product team, and the client's short- and long-term objectives. They gain that alignment by meeting with senior leaders—ad hoc and through quarterly planning sessions—to understand what's important to the business and what's happening at any point. While the best account teams are good at overseeing operational details and providing accurate updates, they're equally skilled at providing the strategic direction an effective patient services program demands.

- **Ensures transparency and accountability.**

Most account teams focus on telling their stakeholders—both internal and external—what they want to hear. But they don't always take accountability for owning the relationship and the success of the program overall. The best account teams are entirely transparent, and they take ownership for testing and probing to ensure the patient services program is on track and successful.

- **Drives improvements based on data.**

With large, well-known hub providers, where there is great motivation to maintain the status quo, a patient services program is likely to remain static unless the manufacturer institutes a change. There is simply no mechanism in place to ensure the program evolves and improves through innovation; instead, the focus is on building a program once and running it over a long period. Conversely, the best account management teams ensure that each patient services program incorporates measurement at every step, providing the data to continually improve the experience.

Best Practices for Leveraging the Value of Account Management

Viewing account management as a strategic drive of value for your patient services program is an effective way to improve outcomes. These best practices can help you maximize the skills and experience of a hub provider’s account management team.



Look for a vendor with SMEs you can lean on.

A well-curated set of subject matter experts (SMEs) within the hub provider’s organization can help address your specific needs and challenges with issues like improving patient initiation or adherence. The account manager is often the orchestrator of these SMEs, bringing the right resources to bear for each situation.



Expect your account manager to help optimize your program.

Your account manager should be able to provide data-driven insights on ways to enhance or improve your program for continually better results. By knowing how many patients clicked on a particular link, how many followed through in filling a script, or which specialty pharmacy integration is generating a faster fill, for example, the account management team can help a manufacturer fine-tune its programs, optimize the use of its budget, and ultimately drive better patient outcomes.



Expect your account manager to go beyond operations and logistics.

While a hub provider’s account team should help ensure the program is running smoothly from an operational perspective, they can provide greater value strategically, too. Specifically, they can work to understand your organization’s goals and strategies and provide the strategic direction that ensures every aspect of the patient services program aligns with your objectives.

How Good is Your Manufacturer’s Net Promoter Score?

Number of respondents who are likely or extremely likely to recommend vs. not

CareMetx and HCS:

4 extremely likely

7 likely

0 unlikely

Lash Group:

3.5 extremely likely

3 unlikely

McKesson:

3 extremely likely

3 unlikely

About CareMetx

CareMetx is a leading technology-enabled hub services company that facilitates patient access and adherence to specialty medications. We serve pharmaceutical and biotechnology manufacturers by leveraging a digital front-end, proprietary automation, an integrated platform, and best-in-industry call center services—allowing us to promote efficiency in the healthcare ecosystem and remove barriers for patients and providers.

CareMetx is committed to delivering compassionate advocacy to patients, decision-making data, and confidence-building insight to manufacturer clients. Headquartered in Bethesda, Maryland, we serve more than 80 brands.

Ready to learn how CareMetx can help you respond to the trends driving patient services, deliver greater value to patients using your therapies, and improve the patient initiation process? [Contact us](#) to schedule an introductory call.

About the Author

Matt Hall, President of Patient Solutions at CareMetx, is a longtime healthcare entrepreneur focused on delivering step-function improvements in patient outcomes. Matt is an expert in crafting systems made up of technology, data, roles, workflows, and metrics that solve patient barriers to accessing treatment. In the words of Matt, “There is nothing more powerful than being able to measure improvements in patient outcomes as a result of the programs we design and deliver.”

