

CASE STUDY

“SHAPE”ing THE FUTURE PATIENT SUPPORT SERVICES STRATEGY



Overview

Client: Mid-size specialty drug manufacturer with one main product delivering 90% of revenue

Situational Context: PSP team had been 'heads down' for a couple years after the product launch but knew it was time to reassess program strategy, operations and performance management

Topics: PSP strategy, operations, and performance management, strategic planning, cost-impact analysis, future state roadmap development

Client Testimonial

This was the most comprehensive look into a program's strategy, operations, and performance that I've ever been involved in and has provided the foundation for our future PSP direction.

- Head PSP



Client Challenges

A successful launch provided several years of continual growth with minimal issues/disruptions caused by patient service support. However, in continually looking to ensure their patient service capability met the needs of their customers, our client was keenly interested in stress testing their current operations in order to identify areas of opportunity and creating a holistic evolutionary plan for the next several years



Project Objectives

Goal: Through a deep dive SHAPE* assessment of existing capabilities and operations, develop a 3-year, cross-functionally aligned, strategic plan .



Project Approach



Conduct
SHAPE
Assessment*



Identify and cross-
functionally prioritize
opportunities



Create Executional
Roadmap & associated
action plans



Outcomes

Critical Issues Prioritized

Six strategic opportunities prioritized for immediate investment out of list of >15 potential areas of improvement

Comprehensive Plans Developed

Detailed action plans created with assigned ownership & timeline for evolution of 3-year strategic/tactical plan

Escalation of PS Organizational Role

Patient Services was 'promoted' as a critical function raising PS lead to VP and seat on executive leadership team

* Systematic Holistic Approach to the Patient Experience