

CASE STUDY

Preparing your patient experience group for future success



Overview

Client: biotech company with blockbuster drugs in ophthalmology and immunology

Situational Context: the client was looking to reimagine their patient experience group to prepare them for an increasingly diversified product portfolio and international presence in the next five years

Topics: organizational structure, pipeline planning, staffing design

Client Testimonial

You guys are amazing. Your work goes beyond traditional patient experience support.



Client Challenges

- Missing internal alignment on organizational future design
- Siloed access and patient services roles
- Insufficient functional support for pipeline planning
- Lack of clear value proposition



Project Objectives

Goal: Create a future configuration for an organizational design that gains executive buy-in and serves as a springboard for a high-level implementation roadmap



Project Approach



Competitive Benchmarking Research on Peer Organizations



Subject Matter Expert Discussions on Access and Product Planning



Alignment Workshop Across Patient Experience Organization



Outcomes

+6-8 FTEs

Filling current functional gaps

Unified Voice

To strengthen working relationships with brands

Strategy & Operations Excellence

Expansion of vertical support across all TAs

Functional Scalability

For proactive future pipeline planning