

A woman with curly hair and a man with a beard are looking at a computer monitor in a dimly lit office. The woman is pointing at the screen. The background is dark and out of focus.

The State of Patient Experience in Life Sciences

DHC + Qualtrics April 2024
[early read]

THEMES

This is Part I of a Series

[Goal – a YoY view on changes in approach and impact]

- **The State of Patient Experience in Life Sciences** (solicited feedback)
- **The State of HCP Experience in Life Sciences** (solicited feedback)
- **The Patient Experience: Realities and Expectations** (solicited and observational feedback)
- **The HCP Experience: Realities and Expectations** (solicited and observational feedback)

The State of Patient Experience in Life Sciences

[early read]

THEMES

Opportunities and Barriers to Excellence and Impact

1

56%

ARE ALLIGNED TO MARKETING AND 23% TO A CX SPECIFIC TEAM

2

>25%

ALWAYS TAKE ACTION BASED ON PATIENT FEEDBACK

3

69%

VIEW INCREASED REVENUE / LTPV AS THE PRIMARY OUTCOMES THEY ARE AFTER

4

68%

LOOK AT NPS (NET PROMOTER SCORE) AS A TOP METRIC FOR EXPERIENCE

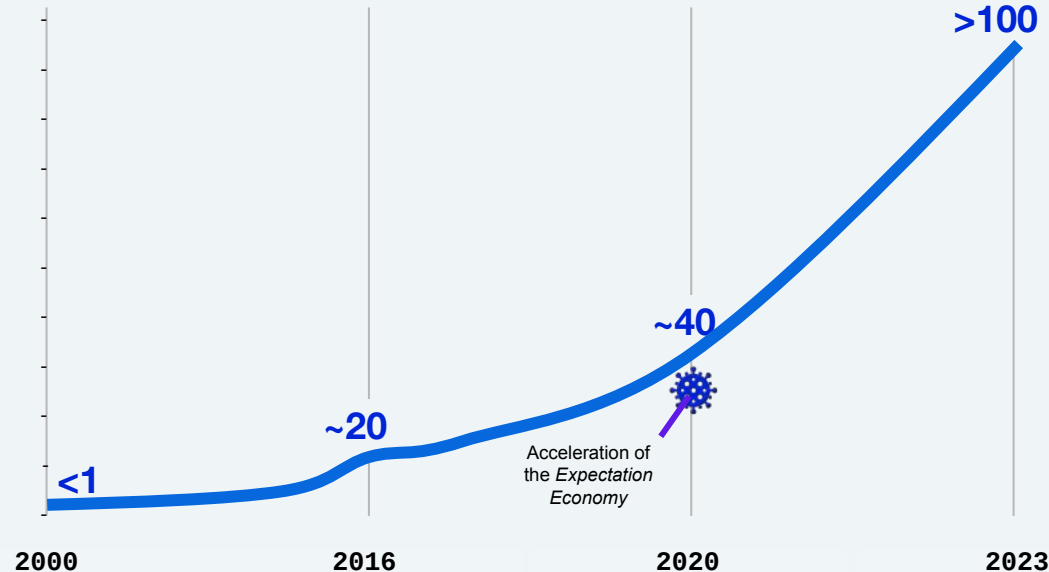


Experience Management (XM) is a holistic approach to listening to the voice of customers, employees, and other stakeholders and using the knowledge, understanding and insights to take actions on the frontlines, and address root causes. XM is the inspiration and rationalization for designing and improving the experiences you deliver.

*In Life Sciences We May Have an Issue with CX (a clearly defined discipline)
Becoming Too Many Things Claimed by Too Many Initiatives.*

“In an expectation economy, business success is determined by the efficiency with which customers’ expectations are met.” [Fortune 2022]

“Customer Experience” Mentions *Per Quarter* in Fortune 500 SEC Filings, Earnings Transcripts, Analyst Calls





56% Alignment to marketing

Sales and marketing are where big budgets lie.

Keen interest in OMS (one month sooner) and OML (one month longer).

Caution to consider is a default to brand centric focus.

Focus and Prioritization: Departments like Marketing, which had the highest alignment (56%), may prioritize PX initiatives that enhance brand image and customer engagement, while Patient Experience/Customer Support, with 21% alignment, might focus on service quality and direct patient support.

Qualtrics Assist



Experience/Customer Support, with 21% alignment, might focus on service quality and direct patient support.

2. ****Resource Allocation****: Departments with more PX practitioners may have more resources dedicated to patient-centric initiatives, influencing the effectiveness and reach of PX programs.

3. ****Cross-Functional Collaboration****: The varied alignment suggests a need for cross-departmental collaboration to ensure a cohesive PX strategy that encompasses different aspects of the patient journey.

These implications highlight the importance of departmental roles in shaping the approach to and execution of PX strategies.

What are my strengths?



What are some implications of the departments to which Patient Experience practitioners are aligned



Industry View 2

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When you think about **the life sciences industry** in the context of PX, please provide your assessment on the following:

Strongly Disagree

Neither Agree or Disagree

Strongly Agree

Patient Experience solutions are mature and effective in supporting access



Patient Experience solutions are mature and effective in supporting management and adherence.



The Industry is good at leveraging best practices in customer experience from other industries



The Industry understands the value of listening and talking to patients



Ratings indicate that while there is some recognition of the efforts made in Patient Experience, respondents generally believe that the life sciences industry has not yet reached a high level of maturity in PX practices.

- ✓ The Industry is good / not great at leveraging best practices in customer experience from other industries

average rating of 2.60

Company View 2

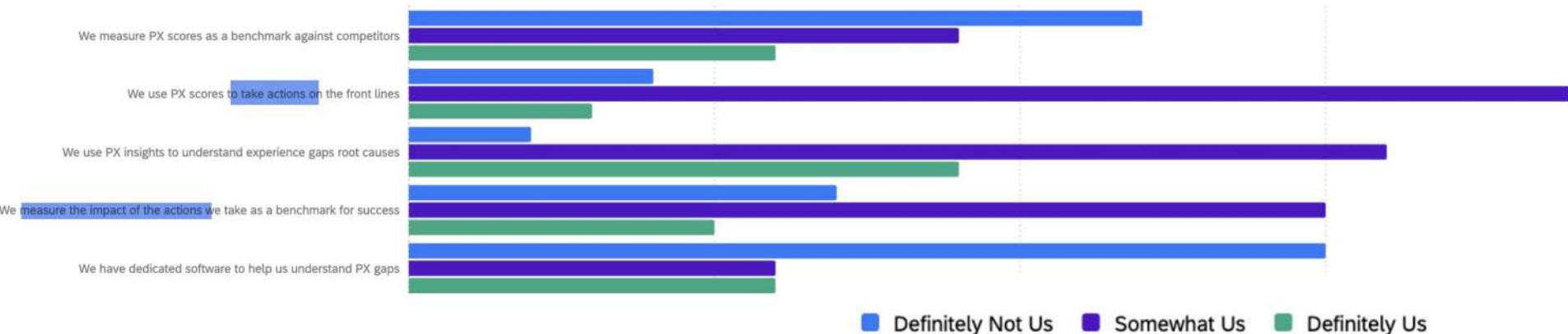
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Avg. of 2.90 suggests that pharma and biotech see their companies as moderately mature

Taking Actions on Insights, subsequent measures of impact, and root cause analysis all indicate low to moderate maturity

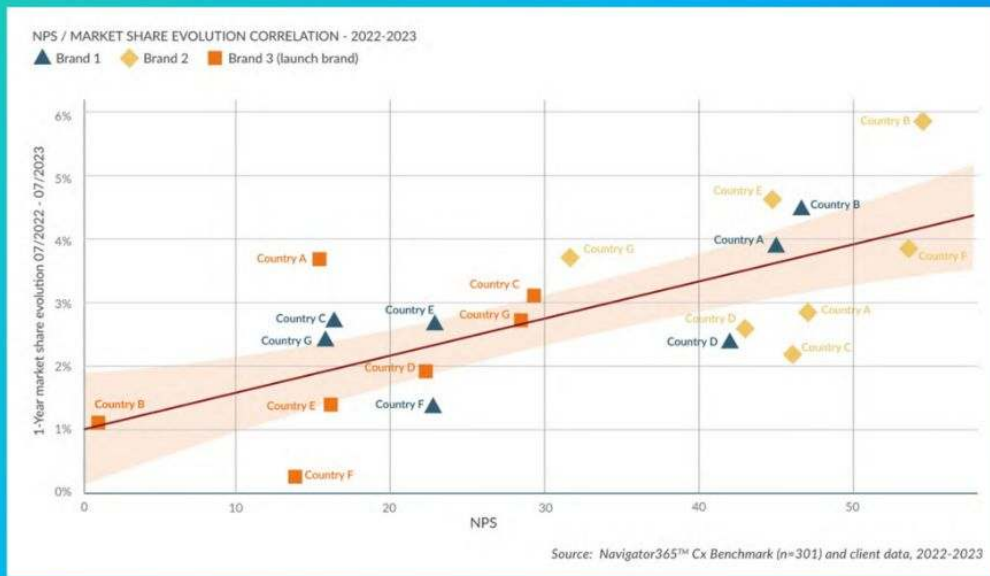
A lack of a modern way to collect and analyze data (only 32% said they have dedicated XM software platforms) solicited, unsolicited, structured and unstructured feedback is an industry gap

When it comes to measurement of PX, please rate YOUR COMPANY 27 ⓘ



The NPS / Rx Impact Equation

The 2023 Across Health Trends Report* links high NPS (promoters) to increased prescribing of in-market medicines and increased adoption of launch brands.



Brand promoters are looking beyond the clinical requirements of safety and efficacy, to the surrounding experience brands create and enhance across the customer journey.

"This compounds the evidence that if you are not investing in XM (experience management) the ROI on your horizons is the Risk Of Ignoring."

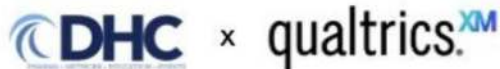


Richard Schwartz, Qualtrics Life Sciences Practice Lead

EXPERIENCE'S - OPTIMAL OUTCOMES



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Please order (drag and drop) the most important outcomes of Patient Experience in your organization

<input type="radio"/>	Drive revenue and customer lifetime value	⋮	69% Ranked 1 st In importance
<input type="radio"/>	Increase brand value	⋮	
<input type="radio"/>	Boost patient adherence	⋮	
<input type="radio"/>	Keep close to customers and changing behaviors	⋮	0 ratings as #1
<input type="radio"/>	Reduce costs and invest in the right things	⋮	69% Ranked 5 th – 6 th In importance
<input type="radio"/>	Reduce patient friction	⋮	

Mental Musculature:

A brand out lens places your focus in the foreground and leaves customer needs blurry.

XM mature brands would likely flip these in order of importance knowing removing barriers will drive greater, sustained, impact faster

From Scores to Systems

4

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Please select the terms you most associate with Patient Experience? [check all that apply] 30 ①

Q15 - Please select the terms you most associate with Patient Experience? [check all that apply] - Selected Choice	Percentage
Omnichannel	60%
Net Promoter Score (NPS)	60%
Net Promoter System	3%
Customer Effort Score (CES)	23%
Customer Satisfaction (OSAT, CSAT)	67%
Voice of Customer	90%
Customer Service	53%

In comparison, mature industries might have a more integrated approach to these terms, with a stronger emphasis on leveraging them for strategic decision-making and operational improvements.

NPS is a score but also a system that is action based.

Industry's approach is still be evolving in terms of fully integrating these concepts into actionable strategies that drive patient-centric outcomes.

NOW WHAT? - FOUR BIG THEMES

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1

2

3

4

WHAT?

PX is Mostly Aligned to Marketing and PX is Very Important to Strategy

Primarily Brand x Brand

Industry / Company Listening to Patients is Growing.

Acting on Specific Feedback (CTL) is Lagging

Optimal Outcomes Center on Revenue and LTV

Reducing Costs, Focusing Efforts and Reducing Friction for Patients Rated Lowest

Measures and Associated Actions and Attributions (CTL/RCA) Out of Sync with CX Leaders

NOW WHAT?

Ensure Balance with Customer and Business Needs

Interrogate if Alignment Skews Insight and Actions

Mature XM Organizations Turn Insights to Actions They Measure

X Data + O Data Is an Indicator for What to Scale and What to Repeat

The Platinum Rule:

Consider the Customer Need as a Primary Focus and Business Needs are Most Likely to Follow

High NPS Brands outperform the S&P 500

Caution on Scores:

Goodhart's Law

"When a measure becomes a target, it ceases to be a good measure."



Thank You and Do Not Hesitate to Reach Out

Richard Schwartz | Life Sciences
Practice Lead, Qualtrics