Solving the Data Disconnect

Patient Services is traditionally categorized as a cost center, making it difficult to justify resource allocation without conventional ROI metrics. Yet as pharmaceutical companies deepen their commitment to patient services, rigorous, data-driven evaluation becomes essential. The true impact of patient support is measured through qualitative and quantitave assessements.

Measuring What Matters: Our Approach to Patient Services Metrics

Instead of seeking rigid measurement frameworks, leaders must focus on creating a fundamental shift in understanding the comprehensive benefits integrating quality-of-life data and moving beyond outdated measures like call duration and focusing instead on:

Access: Are patients *receiving* needed medications?

Experience: Do patients and caregivers *feel supported*?

Adherence: Are patients *staying on therapy*?

Measuring and Communicating Program Impact

1 Use Qualitative Insights to Complement Quantitative Data: Pair traditional metrics like script fills and persistency with qualitative insights such as patient sentiment. MLS leverages emerging tools like AI/NLP to analyze call interactions to uncover nuanced feedback—without the bias of traditional surveys. We help clients use data to understand where gaps exist (whether in knowledge or reporting) and interpret static figures in context.

2 Foster Cross-Functional Collaboration: To overcome data limitations and effectively communicate impact, Patient Services must collaborate across departments—partnering with Medical to integrate quality-of-life data, ensuring consistent messaging across teams, and treating the success of the patient journey as a shared organizational responsibility.

3 Link Patient Experience Insights to Adherence Impact: Quantitative data enriched by qualitative insights results in an overall view of experience. Utilize this as a benchmark to compare with persistency data.

4 Track Net Promoter Score (NPS) to Measure Satisfaction: Use NPS to measure patient satisfaction and likelihood to recommend services—an approach Momentum Life Sciences has found to be a strong indicator of perceived value and program effectiveness.

Case Study Demonstrating Program Measurement

Indication: Neurological disorder

Manufacturer: A global leader in biopharmaceuticals

Client Challenge: Research uncovered barriers to optimal patient outcomes within the existing support infrastructure, revealing critical gaps in patient engagement leading to suboptimal therapeutic results.

Success measured by:

NET PROMOTER SCORE (NPS)

The program achieved an exceptional **84 NPS** for likelihood to recommend the program, with patients rating their educational experience 9.6 out of 10 on average. NPS score exceeded the target score by 20%.

MEDICATION PERSISTENCE

Field Nurse Educator and Nurse Care Manager support drove a **25-POINT INCREASE** in medication **persistence** and a **17-POINT INCREASE** in medication **adherence**.

ENROLLMENT

Overall, **81% OF PATIENTS** given the opportunity to enroll in the program opted in.

ENGAGEMENT

HCP engagement reached exceptional levels, with high satisfaction scores of **4.9 OUT OF 5** across all metrics.

Effective metrics show how patient support drives business outcomes. Momentum Life Sciences helps manufacturers take a cross-functional approach to help you measure what matters most--and make it count. To learn more, contact businessdevelopment@momentumls.com