



PATIENT EXPERIENCE MANAGER

VIDEO TRANSCRIPT

Patients starting a new medication may feel overwhelmed.

Even with great patient services programs in place, the right support may not be reaching the right patient, at the right time.

Research has shown that only 1 out of 5 patients are very aware of the services available to them.

And only 40% of patient services executives are able to precisely measure the impact of services on outcomes.

But what if there were a way to see how patients were engaging with services – and improve utilization, patient care and satisfaction *and* health outcomes?

Introducing the Accenture Patient Experience Manager.

It provides a comprehensive view of the performance of your patient services programs – across segments, channels and markets...and makes intelligent recommendations on how to improve service effectiveness and the patient experience... so you know what's working and what's not...and what to do about it.

Here's how it works.

You've launched a treatment which includes a new drug and supporting services and want to assess its impact on patients.

Using the Accenture Patient Experience Manager, you see that your adherence levels are 21% lower than expected.

The solution recommends you look at service awareness and service utilization to understand why.

When you take a closer look, you see that there is low adherence in the New York area, and can pinpoint the lowest levels are in Manhattan.

The solution allows you to immediately email the territory's sales rep to alert her of the issue. You're able to show exactly where patients use of services in her territory is low and offer ways to improve adherence.

Next, you notice that one specialty pharmacy's patients are underutilizing your financial assistance program.

The solution tells you that low usage of financial assistance may negatively impact patient adherence rates.

Using predictive analytics, the Patient Experience Manager provides the ability to project how changes in services could impact outcomes.

In this case, increasing financial services enrollment to 75% and other actions will increase adherence by 6%.

But the key question is, do these services actually have an impact on patient outcomes?

By combining patient services and clinical data, the solution shows how services can have a direct impact on improving clinical outcomes.

With fact-based, intelligent guidance, The Accenture Patient Experience Manager shows you how patients are using the services you offer – and how to make sure your services are maximizing your investments and delivering the best experience and outcomes.