C3i SOLUTIONS

An HCL Technologies Company

The Value of a
Patient Support Program

C3i Solutions was selected to deliver multi-channel Patient Support Programs for 10 complex, bio-oncology brands.

The Challenge:

A top 20 Biotechnology company was cited by the FDA for having over 800 missed adverse event reports in a period of approximately two years across several Patient Support Programs.

After a rigorous vendor vetting process, this biotechnology company engaged C3i Solutions to deliver multi-channel Patient Support Programs for 10 of their complex, bio-oncology brands.

C3i Solutions was contracted to provide a robust 24/7 inbound / outbound patient support program staffed with registered nurses with oncology expertise. The typical Patient Support program inbound / outbound call duration exceeded 15 minutes, with 45% of the calls lasting an average of 30 minutes due to the complex nature of adverse event intake process.

The Solution:

C3i Solutions built a staffing model to efficiently cover the hours of operation of the contact center while achieving all program operational and financial metrics. A rigorous product safety training program and certification process was developed and delivered to this highly skilled team of Registered Nurses who had extensive therapeutic knowledge and patient care expertise.

A Quality Assurance team provided third-party oversight to this complex program to ensure that all patient interactions complied with industry and program standards. C3i Solutions worked closely with the client on continuous agent training to include drug safety updates, script changes, and other ongoing program improvements to enhance the patient experience and program effectiveness.

The Results:

A patient experience survey of 235 respondents revealed the following significant results:

- ✓ 91% of patients rated the C3i Solutions patient support center overall experience as excellent

- ✓ 90% of the patients said they were extremely satisfied with the number of services offered by the program

- ✓ 92% of patients rated the nurses as extremely knowledgeable

- ✓ 91% said the conversation interaction with the program nurses helped them better understand their treatment

- ✓ 95% of the patients said they would recommend this program to others

The C3i Solutions team successfully launched all 10 patient support programs in a period of 14 months in compliance with all industry and client-specific service level requirements. The first year client audit revealed only 4 non-critical findings which were remediated promptly. As a result of these outstanding results, the client awarded C3i Solutions 4 additional patient support programs and another portfolio of products in a new therapeutic area.