

CASE STUDY:

Optimizing use of Field Reimbursement Managers (FRMs)

How FRM satisfaction research can monitor customer needs for, and satisfaction with, the services and resources provided by FRMs to help optimize timely access to therapy for health care providers and patients

BACKGROUND

Securing timely and affordable access to care and treatment is a top priority in healthcare. However, with the increasing number of strict controls put in place by payers to control spending on costly therapies, navigating the complexities of coverage can be a time consuming and challenging task.

Field Reimbursement Managers (FRMs) were introduced by manufacturers to be a resource to health care professionals and their practice staff when there are issues or challenges related to securing timely access to treatments for patients, and for securing timely and appropriate reimbursement for therapies that the practice must purchase and administer to patients. Over the last 10 years FRMs have become an increasingly important part of the manufacturer's team that supports a product. Given the critical nature of their role, it is important for manufacturers to understand how well these FRMs are meeting the needs of their customers.

CHALLENGE

It was imperative that their FRMs were seen as valued partners within these offices, due to the number of patients receiving treatment and new products entering the competitive landscape. The client was interested in ensuring that their FRMs were delivering high levels of satisfaction with those services that their customers see as most important.

OBJECTIVE

One pharma manufacturer approached EVERSANA to help them evaluate the utilization and effectiveness of their FRMs by medical practice staff. They chose to seek feedback from their top accounts, defined as practices treating at least 100 patients per month with the medical condition of interest and with a reported market share of at least 20% for the client's product. Their objectives were to uncover and evaluate:

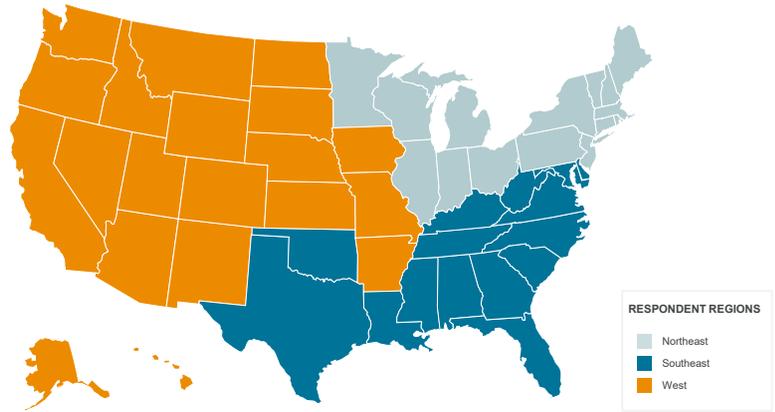
- Their FRM team's progress against new & evolving FRM engagement, based on criteria such as differentiation, value-add, responsiveness, efficiency, etc.
- The general level of satisfaction regarding FRMs, as well as specific survey item scores regarding timeliness and accuracy, and the overall quality of the support provided to top customers
- Awareness of, and perceived value of, the services/resources offered by the FRM team for their brand
- Customer satisfaction scores for their brand vs. competitors
- The Net Promoter Score (NPS)* for their brand's FRMs (and competitor FRM teams)

STRATEGY

EVERSANA's Specialty Consulting team performed double-blind research to obtain feedback on the client's FRMs and their competitors. This research was conducted in two phases:

Phase I: Foundational qualitative research, conducted through live, 1-hour interviews with 25 MDs and 25 members of the office staff, to uncover what services are most important to those customers, how well the services and resources provided by their FRM and competitor product FRMs are meeting their needs, and what opportunities exist for improvement.

Phase II: Findings from Phase I served as the foundation for Phase II, the quantitative research. This research has been conducted in multiple waves via an online survey. Waves were sent out at 5 months, 10 months and 18 months post-qualitative research. In total, 417 customers (a mix of MDs and members of the office staff), responded to the survey and the survey data was segmented by respondent geography to determine needs specific to individual regions.

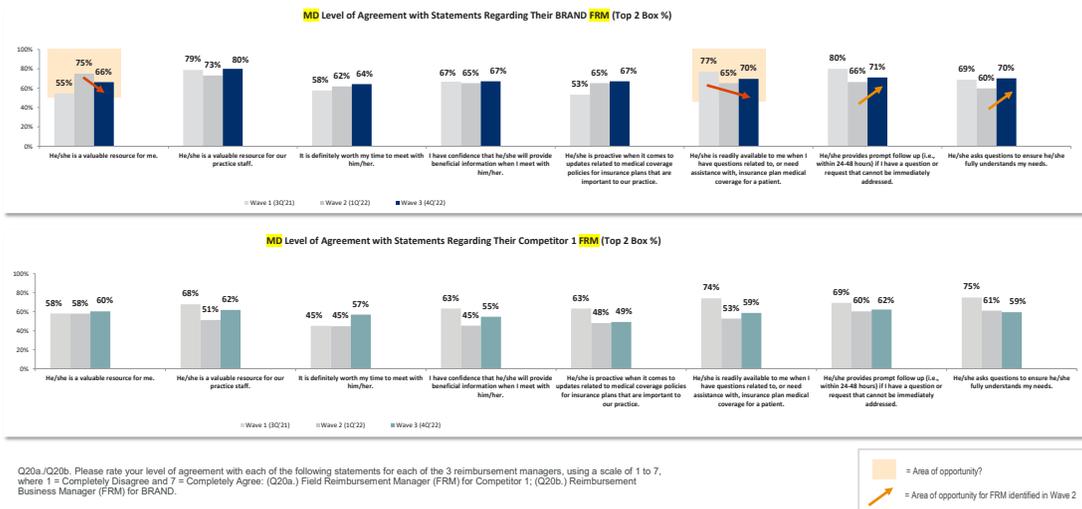


RESULTS

Through an in-depth analysis of the qualitative and quantitative responses, EVERSANA's Specialty Consulting team identified opportunities for improvements based on reported customer needs, provided recommendations that could refine how and when the client's FRMs engage with these top accounts, benchmarked the client's FRMs' performance and customer satisfaction compared to their competitors, and made strategic recommendations on areas of opportunity for FRMs to strengthen their customer service based on specific geographical needs.

Several key customer satisfaction parameters have shown improvement when comparing the results from the most recent survey wave compared to previous waves. Several areas of opportunity to improve customer perceptions of the value of the client's FRMs, including their proactivity and responsiveness, were identified in early survey waves and are continuing to be monitored over time for changes.

Comparing MD Respondent "Top 2 Box" agreement with statements regarding their FRM for BRAND and their Competitor 1 FRM across Waves 1-3



Learn how the EVERSANA's Specialty Consulting team can help you optimize your Field Reimbursement Manager team strategy to help differentiate yourselves from your competition and support timely access to, and reimbursement for, your products. Visit EVERSANA.com or contact our team of experts.