

Screenings And Referrals Matter



IMAGINE THIS:

EVERSANA was approached to develop a Contact Center program to support the launch of a screening and referral service for a client's natural history trials for rare or ultra-rare inherited neurological disorders. The program included development of a medical communication management plan, workflow process, configuration of the EVERSANA medical information system, staff training and alignment of communication between the client and EVERSANA.

THE SOLUTION:

The program included detailed screening and verification of eligible patients and subsequent referral to trial sites. EVERSANA's team received additional background training on the ultra-rare disease state and existing therapies so our pharmacists could expertly respond to consumer and HCP inquiries. Call center pharmacists were trained to answer questions ranging from disease symptoms and genetics to research and treatment. We utilized our shared pharmacist staffing model – where staff is highly trained to meet client's needs while at the same time supporting other clients – to offer the most cost-efficient process. EVERSANA also provided interpretation and translation services for inquires outside the US or from non-English-speaking customers.

RESULTING IN:

The client continues to work with EVERSANA as more clinical trial sites open up. The client also expresses their appreciation for our forward thinking and flexibility in services and operations to meet their tailored, ever-changing needs.