

Custom Research to Support Patient Access

Engagement	Health Strategies Group: Deliverables
To ease the burden of gaining access to a rheumatoid arthritis product, client wanted to develop a HUB for that product that is simple to use, but powerful in its delivery of service	<ul style="list-style-type: none"> • Provided recommendations for the optimal HUB design • Profiled current physician offices to find the most effective HUB design • Assessed competitor HUBs and identified what differentiates HUBs now and is likely to do so in the future
Client needed to assess the image of its patient service program among oncologists, practice managers, and specialty pharmacy partners as compared to its competitors	<ul style="list-style-type: none"> • Captured customer perceptions of the program (i.e., type of relationship, frequency of contact, breadth of services, value of services) and its impact on patients/physicians as compared to competitors' programs • Identified unmet needs, opportunities to improve
Client wanted to optimize the features of and user experience with their HUB for products within the rheumatoid arthritis category	<ul style="list-style-type: none"> • Provided a reimbursement landscape update for the category • Assessed and compared users' experience with the client's HUB and competitor HUBs for products within the category • Provided recommendations to align the client's HUB with user preferences to encourage greater use.

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