

CASE STUDY:

Realigning the Hub

Partnering with a client to evaluate perceptions of an improved hub program



A MEDICAL KNOWLEDGE
GROUP COMPANY

A pharmaceutical company offering a hub designed to address patient medication access challenges received customer feedback expressing dissatisfaction from both patients and providers. After the company redesigned and relaunched the program, Magnolia was tasked with adjudicating whether and to what extent perceptions of the hub had improved.

Evaluating Hub Improvements

Magnolia:

- Partnered with both pharmaco field reps and the hub service provider to recruit interview subjects
- Designed a program of in-depth telephone surveys of hub-experienced HCPs and patients
- HCPs had to have:
 - Previous engagement with at least 2 pharmaco-sponsored hubs
 - Direct responsibility for patient enrollment and ongoing communications
 - At least 2 years of experience with manufacturer support programs
- Patients had to have:
 - An on-label diagnosis
 - Successfully used the hub for benefits investigation, achieving approval for free product or co-pay assistance



Actions, Outcomes

Magnolia conducted live survey interviews with respondents from both hospital and office settings across the United States:

- 45-minute telephone interviews with 28 providers
 - 4 physicians
 - 24 practice managers/nurses/case coordinators
- 60-minute telephone interviews with 50 hub users
 - 39 patients
 - 11 family members/caregivers

Magnolia analyzed interview and survey data for perceptions, sensitivities, and challenges of users of the redesigned hub:

- A majority of hub users expressed that they were “satisfied” or “very satisfied” with the updated program offerings
- Data from the surveys suggested prioritization and expansion of:
 - Staffing models and structures
 - Ongoing training for staff
 - Future program assessment to gauge increased uptake in service use