

Patient Engagement Benchmarking Model

Patient engagement benchmarking for innovation, effectiveness, and maturity

The Patient Engagement Benchmarking Model evaluates a company, franchise, brand and/or programs for their relative level of innovation, effectiveness, and maturity from a patient experience, engagement and adherence perspective. Benchmarking measures an organization's maturity level and to build an action plan that improves results.

How mature is your organization when it comes to patient experience, engagement, and adherence?

To fully integrate patient experience strategy and tactics into your organization's corporate DNA, it's helpful to gauge the maturity level of your efforts as compared to other programs and companies. Every organization has its own bio/pharmaceutical products, goals, objectives, processes and teams — each with special characteristics.

They're all crucial in determining the maturity level of patient experience, engagement and adherence programs within an organization.

The Patient Engagement Benchmarking Model score and recommendations are based on strategies, tactics, and/or concepts currently employed or under discussion within your organization, as compared to competing products and companies.

Here is a brief overview of categories generally evaluated in this model:

- Program design includes all of those decisions necessary to create effective patient experience programs.
- Engagement content and performance focuses on the level and type of messaging and customization employed.
- Reporting and tools assesses the creation and optimization of data, metrics, analytics and required mechanisms.
- Staffing (people) and processes identify how staff are trained and how they support an optimal patient experience, as well as compliance, governance processes, and regulatory and operational requirements.



CGI's Patient Engagement Benchmarking Model

Based on intimate knowledge, understanding and experience within patient engagement, CGI has created an industry leading benchmarking model exclusively for patient directed initiatives like co-pay, adherence, compliance and engagement programs. It enables an organization to identify, monitor, adjust, track and evaluate all elements of patient focused activities to improve patient lives and business outcomes.