



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 within the space 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 Experience Maturity 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.

Paragon's Patient Engagement Benchmarking Model

Based on intimate knowledge, understanding and experience within patient engagement, Paragon 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.

About Paragon Solutions

Paragon is a consulting firm that helps health and life sciences companies become high-performing, compliant, and digitally connected. Paragon powers business transformation and delivers better business outcomes by providing valuable consulting services as a trusted partner to our clients. We do this by building long-term client relationships based on our domain expertise, creative ideas, pragmatic consulting services, and quality delivery of solutions.

For more information, visit us online at www.consultparagon.com, or call 1.800.462.5582.

Paragon Client Roster

Our client roster includes life science industry leaders such as:

- **AbbVie**
- **AstraZeneca**
- **Bausch & Lomb**
- **Bayer**
- **Bristol-Myers Squibb**
- **Celgene**
- **CSL Behring**
- **Daiichi-Sankyo**
- **GSK**
- **Lilly**
- **MedImmune**
- **Merck**
- **Novo Nordisk**
- **Otsuka**
- **Roche**
- **Shire**
- **Chiltern**
- **inVentiv Health**
- **Worldwide Clinical Trials**
- **Regeneron**