

Trinity Patient Services Center of Excellence

Data-driven insights, strategy and solutions to power patient-centric support services

Developing and executing high-impact Patient Support Services (PSS) is of critical importance as manufacturers strive to create positive patient-centric customer experiences.

As markets evolve rapidly, manufacturers are challenged to assemble the right insights, tools, technologies and strategies needed to deliver Next-Gen PSS.

Many questions need to be answered to enable an impactful PSS offering that is truly patient-centric:



What are the core needs of patients and providers in a particular therapeutic area (TA)? Are they different from other patient populations?



How should performance—and impact—be measured? What metrics represent patient satisfaction, and how may those metrics differ from traditional KPIs?



What innovation or new approaches may be needed to address these needs?



What data sources are required to understand the patient journey fully and accurately? How can the organization act on these insights?



What are other manufacturers in the TA and adjacent TAs offering? How well are those programs performing and what can we learn from them?



How does Patient Services work with marketing to provide an integrated, curated and optimized Patient Experience?



What are the key drivers of adherence for the patient population? How can tools and programs be developed around them?



How do you demonstrate the impact of Patient Services to executive leadership? What metrics can you talk about?

Trinity's Patient Services Center of Excellence includes offerings to create, operationalize and refine Patient Support Programs—from Program Development and Capabilities Planning to Implementation Planning, Tracking and Measurement.



Trinity Patient Services

Building and driving an optimal Patient Services strategy requires a patient-centric focus and a full commitment to investing in the patient relationship over time.

Trinity's Patient Services Center of Excellence provides advisory services powered by a dedicated team of experts with access to differentiated patient insights, proprietary benchmarking data, advanced analytics and tracking tools.

Clients are able to:



Access one-of-a-kind proprietary U.S. patient services benchmarking data and tools across performance (Patient/HCP Satisfaction) and organizational/operational measures within the peer set (TGaS)



Benefit from recommendations driven by patient-focused, vendor-agnostic objectivity and understanding of the broader commercial ecosystem



Understand the key factors that shape Patient Support Programs (PSPs) and identify the right components for their program



Precisely calculate the time and resources needed to plan and execute a PSP offering



Uncover barriers and insight into measuring the success of and satisfaction with PSPs



Predict Next Best Actions for Patient Engagement

Patient Services project elements can include:

- » Patient/Caregiver & HCP Primary Research and Satisfaction Tracking
- » Competitive Landscape Assessment & Benchmarking—**provided by TGaS Advisors, a division of Trinity Life Sciences**
 - Virtual Hows (vHOWs) Industry Surveys—brief topical landscapes
 - TGaS Vendor Insights data—from a proprietary pharma vendor rating system that helps strengthen vendor relationships through objective data
- » Expert-led workshops
- » Data identification and integration
- » Dashboard development
- » *And much more*



Jennifer Parr

Partner and Head of Patient Centricity & Patient Services



Mary Lynn Kelley

Vice President of Patient Support Services

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with Jennifer Parr and Mary Lynn Kelley

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