

Aftercare Patient Support Program

Customer Situation

Our client is one of the leading medical technology companies focused on advancing health and healthcare by preventing infection, eliminating pain and speeding recovery. They wanted to develop a program that would differentiate them in the acute pain market. NovasYTE custom-developed a strategy to create a platform for accomplishing this goal. Building a unique technology platform provides value-added services for their end-users and subscribing physicians by capturing multiple data sets. NovasYTE's analytics platform delivers dashboards to identify and analyze trends in our client's highly competitive market.

NovasYTE Analysis & Recommendation

Our client's primary call points for their products are Anesthesiologists. Their standard practice includes a patient discharge satisfaction. The NovasYTE customized solution provides registered nurses to call the patient on the physician's behalf to accomplish the following:

- Collect patient pain scores and overall patient satisfaction scores of the therapy post discharge
- Input patient pain and satisfaction scores in a dashboard for client and customer accessibility
- Benchmark product performance and satisfaction over a twelve month period for our client

NovasYTE developed the software platform to capture patient case results and an analytics tool. By creating a phone outreach from our full-time clinical team, NovasYTE removed the burden of patient follow-up from the physician, while still protecting the physician's relationship. The data collected from the patient, including pain scores and therapy satisfaction scores, is HIPPA compliant and meets all regulatory standards.

Business Impact

NovasYTE's Aftercare Patient Support Program provides our client with the following benefits:

- > Creates a key differentiator for their physician customers
- > Gives our client access to data regarding product satisfaction they wouldn't traditionally be able to access
- > Provides a scalable platform that can be implemented across their 3,000 customers
- > Increases product utilization driving higher revenue