

AUTHENTICX

Uncover the Raw Unsolicited Truth of What Your Patients are Experiencing with Authenticx



A life sciences enterprise wanted a deeper understanding of what was happening in their patient insights call centers. They were looking for the raw unsolicited story of what their patients were experiencing.

Authenticx in Action

Authenticx identified a random and representative sample of 6,730 calls to evaluate for patient insights. This collection of calls came from five different vendors and spanned a nine-month period to ensure an accurate and statistically significant sample.

Results

Authenticx discovered that 10% of patient calls were due to the Eddy Effect.

The Eddy Effect occurs when a customer's desired or expected experience is disrupted by an obstacle (or **Eddy**) that causes the customer to feel "stuck" in a problem. ([You can learn more about the Eddy Effect here.](#))

The most common leading indicators of Eddies were:

- Refill confusion
- Payment barriers
- Coverage approval

Left unresolved these Eddies were contributing to low customer satisfaction and in the worst-case scenarios were leading to a gap in patient treatment.

The company recognized that these Eddy Effect calls were wasting valuable resources and preventable and if the Eddies could be resolved.