



RemX Helps Operational Contact Center Achieve 15% to 20% Annual Business Growth

Customer Profile

Specialty Drug Support Organization Helps Patients Gain Access to Life-Saving Therapies

This award-winning customer care organization provides specialty drug manufacturers with custom support programs that help patients and their healthcare providers gain access to specialty drugs to treat complex, life-threatening diseases, such as cancer, rheumatoid arthritis and hemophilia.

These support programs are delivered through operational customer contact centers staffed with case managers, reimbursement specialists and other team members. Their role is to help patients and their physicians navigate complex insurance requirements, properly order drug therapies, and remain compliant with drug treatment protocols in order to secure continued access and affordability of treatment.

Customer Requirements

Successful Staffing of Patient Support Centers Fundamental to Client's Ability to Deliver Services

Critical to the success of these drug programs is the ability to quickly ramp-up and ramp-down patient support capacity, as needed. For example, when a new specialty drug is introduced to the market there may be 20,000 patients already in need of the treatment. There are also re-verification seasons, during which time hundreds of thousands of patients need their cases re-verified to continue receiving coverage under their drug plans. To remain in sync with drug manufacturers' fluid needs, the patient support organization relies on staffing partners to help screen, hire, train, and onboard hundreds of contingent staff members to supplement their core customer care workforce accordingly.

Challenge #1

High Volume Staffing Needs Growing Exponentially

The client's ability to acquire new business and meet related service level agreements, relies upon its chosen agency's ability to staff-up 100% by day one of a new drug program. However, the client was having difficulty filling these positions due to the rising demand for specialty drugs and for the supplemental staff required to support them.

Solution: RemX Local Delivery Team, Backed by Nationwide Resources, Delivered 100% on Staffing Fill-Rates, Enabling the Client to Grow 15% to 20% Annually

RemX established an on-site, local delivery team of experts who worked alongside the client's leadership team – participating in strategic planning and new business development bidding – and has been attributed with supporting the operation's impressive 15% to 20% annual growth.

"The deep expertise of the RemX Contact Center Solutions team is the reason they are able to deliver innovative solutions to overcome any recruiting obstacle."

– Joanie Courtney, President
RemX Professional Division

RemX has delivered 100% on all staffing commitments, even as supplemental staffing needs tripled. Part of the success is the national support RemX provides to its local planning and delivery teams, including:

- National recruiting center
- 24/7 search & support center
- Compliance & audit team
- Labor law experts
- Workforce data reporting & technology team

Challenge #2

Unique Employee Profiles Create Sourcing Challenges

The positions the client sought to fill were specialized positions in reimbursement. They were mostly outbound and unique to each manufacturer and to each drug program. Therefore, there was no large, pre-existing pool of similar candidates from which to recruit.

Solution: RemX Analyzed & Redesigned Candidate Profiles to Include New Recruitment Sources

RemX recognized the need to go outside of the traditional healthcare and medical benefits space to find additional recruitment sources. By partnering with the client to dissect the center's workflow and tasks, they honed in on a portion of work that could be competently handled by a new profile of worker, with certain behaviors and experience that did not include healthcare experience. This strategy not only met seasonal hiring needs, it helped the client discover a new way to organically grow its core workforce and operations. Approximately 30% of RemX associates who excelled in these positions, were subsequently hired by the client and trained in the healthcare aspects of the job.

Challenge #3

High Quality Remains Critical as Staffing Volumes Rise

Because of the important role contingent associates play in helping the client meet its customer obligations and helping patients access life-saving therapies, there was no room for error in terms of quality of hires even as staffing volumes tripled.

Solution: RemX Creates Success Probability Index to Ensure Quality Hires

By taking an analytical approach to identifying and capturing unique job success factors for each position, RemX developed a Success Probability Index that systematically guided hiring decisions and predicted new hire success with reliability.

Challenge #4

Resource-Constrained Talent Markets

The client was already a large employer in each of the "hub" cities in which it operated, which meant that local talent resources were quickly becoming depleted.

Solution: RemX Launched Innovative Recruitment Centers

In anticipation of the upcoming re-verification season, RemX recognized that the existing "hub" cities would not provide the increased number of staff required, so they developed

"RemX always delivers well-screened, well-qualified candidates who are able to get the job done."

- Specialty Drug
Organizational Client

an innovative solution. They recommended a “pop-up” customer care center in a talent-rich, east coast market and were successful in recruiting 450 candidates, from which 270 were hired, within six weeks and in time for the start of the season. The initiative was such a success, the strategy will be extended for other drug programs and cities throughout the year.

Challenge #5

Combatting Staff Turnover

Customer contact and call centers have historically experienced high staff turnover due to strong competition for candidates and moderate compensation levels. This client patient support center was no exception.

Solution: Focus on Employee Engagement Inspires High Performance, Helps Improve Retention by 65%

RemX has long been a proponent of employee engagement, which research has proven to enhance employee productivity, customer satisfaction, and earnings. This means helping its employees personally connect with the missions of the roles they fill. For this client, RemX created a custom video orientation that went beyond explaining job duties to capture the impact these roles have on patients and their families. The employee engagement experience continued throughout all phases of employment, with personally-assigned RemX ambassadors, clear career pathing, one-on-one coaching, and associate rewards and recognition for performance. Since instituting its Employee Engagement Program, RemX has achieved 65% improvement in attrition during the client’s seasonal ramp cycles.

Challenge #6

Agility & Innovation Required to Keep Pace with Dynamic Industry

As a leader in a high-growth industry, the client must remain agile and innovative enough to meet the evolving needs of the drug manufacturers it serves – and it needs a strategic staffing partner that can do the same.

Solution: RemX Continuous Improvement Programs Support Growth, While Reducing Cost by 36%

RemX employs a number of strategies to make sure it is continually adding value to the client. It relies heavily on workforce management measurements and reporting to assess performance in key areas on a monthly and quarterly basis. In addition, RemX conducts a “Fresh Eyes” Assessment on an annual basis. This is a data-driven, collaborative process in which RemX partners with the client to freshly identify new, creative strategies, as well as areas for improvement. Together, they design innovative solutions, implement improvement actions, and measure the results. This program, combined with the ongoing commitment of the RemX team members, was responsible for reducing the client’s seasonal staffing costs by 36%, while increasing operational capacity.

About RemX Contact Center Solutions

RemX Contact Center Solutions provides workforce solutions for hundreds of operations throughout the nation — from volume staffing for seasonal peaks to direct hire placements and ongoing managed staffing. As a member of the EmployBridge family of companies, RemX delivers the expertise of a focused workforce specialist with the nationwide resources of a \$3 billion organization.

To learn more visit www.remx.com/specialties/customer-service-call-center/