



Case Study

Over 100 Specialty Practices Surveyed

COPILOT HUB: Rated #1 in OA Practice Survey

In the expansive landscape of pharmaceutical services, the challenge lies in distinguishing offerings to garner physician engagement. The key question emerges: how do these services differentiate themselves to secure a doctor's endorsement? The following insights unveil how doctors rank these services, emphasizing the crucial role that HUBs play, underscoring their undeniable value in the healthcare ecosystem.

Most Important Value Add Services



Reimbursement HUB Services



Product Samples



Patient Assistance Programs



Insurance Coverage Reference Tool



Patient Education Materials



Expedited Product Shipments



Online Ordering



Online Invoice Payment



Flexible Payment Options

Goal

Determine most important pharma services and top-rated HUB provider

Approach

Pharmaceutical manufacturer surveyed over 100 OA practices*

Results

- Reimbursement HUB Services rated as top value add by specialty practices
- Additionally, COPILOT called out as the top rated HUB