



# THE PATIENT JOURNEY TRAVEL GUIDE



## CREATING A PATIENT-CENTRIC SALES FORCE

The Patient Journey Travel Guide is a behavior-based methodology for transforming the way your sales force communicates. The process uses proven behavior change methods, example-based and experiential learning, and on-the-job reinforcement to change the conversation your sales team has with health care providers from product-centric to patient-centric.

## FOCUSING ON THE PATIENT EXPERIENCE

The Patient Journey addresses the needs of the patient in treating their illness, focusing on how living with and treating a disease affects multiple aspects of their day-to-day lives. It's not just the physical challenges; there are almost always emotional, social, financial, and logistical challenges as well.

### Patients need assistance in many areas, including:

**ACCESS TO THERAPY:**

Does my insurance cover my treatment?  
How complex is the process for getting what I need?

**DISTRIBUTION:**

Who writes my prescription?  
How do I get my medication?  
How is payment handled?

**FINANCIAL ASSISTANCE:**

Even if my treatment is covered, is my co-pay prohibitive?

**CLINICAL SUPPORT:**

How do I get the medical help I need to administer my treatment?

**SOCIAL:**

How does my disease or treatment impact interaction with family, friends, co-workers?

**BEHAVIOR CHANGE:**

How can I get guidance and support for the lifestyle changes my treatment requires?

# SIX STEPS TO TRANSFORMING YOUR SALES ORGANIZATION

The Patient Journey Travel Guide is a six-step process that provides a firm grounding in the value of the patient-centric approach and demonstrates a clear pathway to new skills, behavior change, and sales success. And it's flexible, so you can align it to your current change efforts.

## ESTABLISH THE NEED:

Demonstrate why change is necessary and how The Patient Journey drives value.

## TALK ABOUT THE CHANGE:

What will the new world look like? How will it change how you sell? How will it drive success?

## TELL THE STORIES:

Compelling patient stories make compelling conversations. Understanding the patient and provider perspective focuses the discussion.

## PRACTICE THE NEW WAY:

Provide opportunities to try the new approach and gain feedback and confidence.

## CREATE THE NEXT WAVE:

It's not just about your current team. Focus your new team members on the Patient Journey from day one.

## PULL IT THROUGH:

Leverage your sales leadership, metrics, and performance support tools to reinforce the goal every day.

## Patient Journey Travel Guide Success Stories

PDG worked with a leading biotech company to help secure the future of their flagship product by transforming their patient experience. To support the launch of a new suite of services intended to more fully support the patient, PDG provided not only the technical training to prepare various support service personnel for their new roles, but helped the field and front-line better appreciate how the patient and provider struggle to navigate the complex managed care landscape and how this approach would address those struggles. This context helped the organization align around the need for change, get excited about the value of the service, and better communicate to their customers.

PDG helped a major pharmaceutical and biotech company implement patient-centric selling standards. The key to aligning the salesforce was structured learning, coaching, and accountability. PDG created real-world simulations that demonstrated the benefit of the approach and allowed people to practice new behaviors. Sales leaders acted as mentors to review and discuss the scenarios. A series of performance support and reinforcement tools helps keep the sales force aligned in the field.



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***It's not what you know.  
It's what you can do.***

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