CallMiner

Transforming Patient Experience in Pharmaceutical and Life Sciences with CX Maturity

Key steps to move beyond siloed operations and embrace a patient-centric mindset that drives revenue and innovation

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Introduction:
Pharma and life sciences' CX blind spot

Pharma and life sciences organizations continue to advance medicine and therapies, but their patient and healthcare professional (HCP) listening strategies haven't kept pace. They are world-class at product development and regulatory rigor, yet many remain underinvested in the customer experience (CX) – or more specifically, patient experience – that surrounds those products.

Siloed operations and disconnected insights hold these organizations back. Unlike providers, pharma and life sciences brands often lack a systematic approach to listening to patients and HCPs in real time and post-interaction. The consequences are real. According to PwC, **40% of healthcare CEOs** fear their organizations won't survive 10 years without improving end-to-end CX. Meanwhile, research from Deloitte shows organizations with high patient engagement scores see **50% higher net margins**.

Thought leaders in the industry, like Rich Schwartz, advocate for an **"experience as a medicine"** approach. The idea is to treat the patient experience itself – or how a patient engages with the brand, seeks support, and receives follow-up communication – as a therapeutic layer. Every interaction becomes a chance to offer compassion, empathy, and guidance. When done well, it improves outcomes for both the patient and the brand.

To operationalize this vision, pharma and life sciences organizations need a path forward. The CX maturity model below defines four key stages of development and provides a framework to guide transformation. While most brands today remain stuck at the early stages, we explore what it takes to reach unified, real-time, insight-driven engagement.

The pharma and life sciences CX maturity model

This four-level model outlines the evolution from fragmented operations to strategic, scalable customer listening. Levels 1 and 2 are common across the industry, but strategically risky long-term. Advancing to Levels 3 and 4 unlocks more intelligent engagement across the patient and HCP journey, powered by automation, AI, and real-time insights.

Level 1:
Fragmented support (status quo, but not sustainable)

Characteristics:

- Brand and functional silos dominate
- Each team has its own systems, vendors, and KPIs
- Voice data is trapped in contact centers and goes unanalyzed
- No cross-functional visibility into patient or HCP sentiment
- No unified CX strategy or feedback loop

Impact:

- High dropout rates
- Slow or frustrating onboarding
- Feedback rarely reaches departments such as product or marketing

The impact of siloed interactions

A common example of fragmented support occurs when a patient calls a pharma company and is asked to repeat basic personal and medical information that the organization already has, or could have captured through automation.

That initial intake is often handled in isolation from other departments or platforms, meaning organizations lose valuable context.

By introducing AI-driven voice systems to capture patient information before the call reaches a live agent, and integrating that data with systems like Salesforce, organizations can streamline the process. This not only reduces time to resolution and improves agent effectiveness, but also enables a more seamless, connected patient experience across the entire organization.

What's more, breaking down silos between teams – such as patient engagement, marketing, and product – allows for shared insights, coordinated action, and better overall outcomes.

This is where most organizations start, and where too many remain.

Level 2:
Data-rich, insight poor (all too common)

Characteristics:

- Centers of excellence (for example, within marketing or patient support) exist, but data stays siloed
- Multiple analytics tools collect data, but few insights are transmitted across departments
- No enterprise-wide conversation intelligence strategy. Customer interaction data is analyzed only in the contact center (if at all)
- Metrics are tracked, but are not connected to business decisions
- No real-time decision-making capabilities

Impact:

- Patient complaints fail to trigger systemic response
- Trends like patient dropout or poor onboarding go unnoticed
- Duplicate data analysis and lack of standardization lead to inefficiency

Level 3:
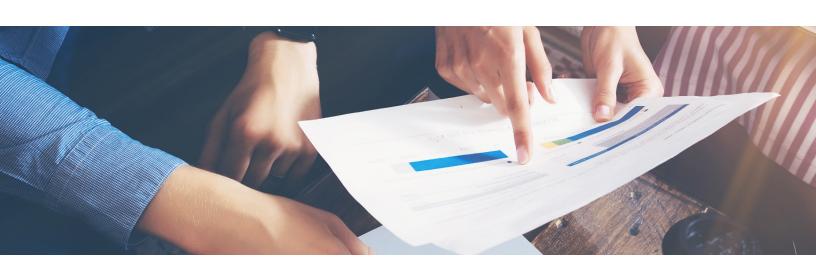### Unified listening and real-time guidance

Characteristics:

- Conversation intelligence is leveraged across departments and integrated with other key data signals and analytics tools
- Omnichannel customer interaction data feeds cross-functional dashboards
- Real-time agent guidance supports sensitive scenarios (such as drug side effects, financial concerns, treatment questions)
- Performance improvements (such as for empathy or compliance) are reinforced through data-backed coaching and training
- Cross-functional teams act on intent signals derived from customer conversation trends

Impact:

- Patient and HCP engagement improves, increasing revenue
- Compliance risk is reduced
- Collaboration increases between marketing, engagement, and product teams

In fact, **McKinsey found** one pharma company that prioritized patient experience during a product launch saw an 8% revenue increase. Experience, when connected to operations, drives measurable outcomes.

Characteristics:

- Customer conversations fuel product development, marketing, and patient support strategies

- AI handles high-volume, low-risk interactions (such as refill reminders, insurance checks), while leaving more sensitive situations to human agents

- The voice of the customer (VoC) is treated as a strategic asset and tied to brand performance

- KPIs span patient experience, adherence, HCP satisfaction, and competitive signals

Impact:

- Marketing is proactive, not reactive. For example, brand teams are alerted to competitor mentions during customer interactions, and proactively make strategy changes

- Automation (such as virtual agents) reduces workload for support teams

- Real-time guidance enables agents to manage complex interactions with confidence

- Research is aligned with VoC, helping the entire team respond to customer and HCP needs with empathy

Rather than viewing conversation intelligence as a contact center tool, these highly mature teams use it as an organization-wide solution and strategic advantage to fuel deeper understanding across the enterprise.

How to accelerate CX maturity

Advancing up the CX maturity curve requires a shift in organizational mindset, process ownership, and measurement. The following areas outline how pharma and life sciences companies can make meaningful progress.

Organizational shift

- Create centralized patient engagement groups

- Designate cross-functional owners of voice data

- Involve marketing and brand in listening strategy

Technology alignment

- Integrate conversation intelligence with CRM, analytics, and outreach platforms

- Introduce virtual agents for routine data collection

- Use real-time agent guidance to support empathy and regulatory compliance

Outcome-oriented measurement

- Track metrics like:

  ○ Dropout risk by therapy line

  ○ Time to resolution

  ○ Scripted vs. empathetic language

  ○ Marketing attribution

  ○ NPS for both patients and HCPs.

- Use insights to optimize onboarding, adherence, and campaign messaging.

Strategic listening is the future of patient experience

So many factors influence pharma and life sciences CX (or patient experience). Patient interaction volume is rising. Patients and HCPs are engaging across more channels than ever, (from digital therapies to SMS and voice support), while switching providers is easier than ever. If one brand offers friction and the other offers support, the choice is clear.

However, experience-led brands are outperforming competitors in revenue, retention, and brand trust. Regulators and competitors are listening. If you're not, your brand may be already behind.

To lead in today's experience economy, pharma and life sciences companies must unify patient interactions, insight, and action. This CX maturity model offers a roadmap to doing just that – driving toward measurable improvement, patient-centric innovation, and ultimately, a philosophy of experience as medicine.

About CallMiner

CallMiner is the global leader in conversation intelligence to improve customer experience (CX). CallMiner delivers the industry's most comprehensive platform to analyze omnichannel customer interactions at scale, combining deep domain expertise with cutting edge AI technology and machine learning.

By elevating insights from the contact center to the boardroom, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organizations across all major verticals including technology, media and telecom (TMT), retail, manufacturing, financial services, healthcare, and travel and hospitality.

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