



**Worksheet: The 5 Best
Questions to Ask When
Evaluating Patient
Engagement**

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Evaluate Your Program: Important Internal Questions

As a first step to identifying opportunities in your Patient Engagement Programs (PEP), define the answers to the following critical internal questions.

- 1. **What are the leverage tactics that are producing the best results for your program, based on your metrics?**

- 2. **Based on your competitive set in which you operate, which competitor tactics are most effective for them, from your perspective?**

- 3. **What method(s) do you use to engage with patients regarding their feedback on program initiatives and their perceived effectiveness/value; how do you funnel feedback into program improvements?**

- 4. **What feedback do you consistently get from physicians about how your patient engagement is influencing adherence? Are these comments incorporated in your measurements of patient adherence?**

- 5. **What exploitable loopholes are available to your PEP reps that would accelerate their performance incentives but undermine your program mission?**

Next Steps: These questions are designed to help pinpoint the best tactics of your campaigns, as well as highlight some vulnerable areas within your program. Once you have answered these questions, you'll need to identify which weaknesses need swift attention and which opportunities for improvement could make the biggest impact. Then, create a plan to execute.

This piece was produced assuming that your program is well understood. If these questions seem daunting, we're happy to help.

To set up a call with our patient engagement team, email stephanie.kolp@sprim.com.