

Enhanced Rebates Program Gives Sight to CooperVision Brand Connection and Patient Satisfaction



360CaseStudy

THE SCOPE

CooperVision, one of the world's leading manufacturers of soft contact lenses and related products, operating in over 100 countries, had been offering rebate rewards to patients for loyalty sales and services. However, they faced challenges with their software, which was negatively impacting patient experience and overall participation in the rebate program.

At point of engagement with 360insights, CooperVision were offering rebate rewards to patients for loyalty sales and services. However, the software used to manage this came with limitations, which was negatively impacting both patient experience and rebate participation.

Recognizing the need for an improved system with enhanced flexibility and a superior user experience, CooperVision partnered with 360insights.

THE CHALLENGE

The existing incentives technology at CooperVision was not living up to patient expectations. The claim entry process was unclear, there was no upfront visibility to rebate claim payment amounts, and fulfillment was cumbersome and slow. A more streamlined process was needed.

THE SOLUTION

In partnership with 360insights, CooperVision was able to offer a more focused solution to improve patient user experience and satisfaction. This was achieved through:

1. 360insights' rebate technology, which provided immediate visibility into what rebate program(s) patients qualify for, as well as their total rebate payment amount.
2. Full automation of the claim entry and audit process, significantly reducing the time to payout on patient claims.

THE RESULT

As a result of these improvements, rebate participation in some high-end vision programs saw significant increases, and overall rebate activity shifted from average decline rates to positive single-digit uplifts.

By enhancing their rebate program, CooperVision not only differentiated their brand but also added value to their customers' experience, demonstrating their commitment to delivering top-notch service.



LIFE SCIENCES PATIENT REBATE PROGRAM

COMPANY

CooperVision

INDUSTRY

Life Sciences – Vision Care

BUSINESS OUTCOMES

· Patient Rebates

PRODUCTS USED

· Consumer Rebates

THE SUCCESS

30

processing days

NPS+

patient satisfaction

“With the move to 360insights, we went from an average decline rate of 15% and above to single digits. We have also worked to get the processing times to under 30 days in total. This has helped tremendously with the rebate experience for our patients.”

Customer Marketing, CooperVision



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360insights
how it all makes sense.