



INVISIBLE ORCHESTRATION:

How Behind-the-Scenes Collaboration of Patient Services and Field Deployment Teams Delivers a Seamless Front-of-House Brand Experience

Maria Kirsch, General Manager, Patient Services and Krista Pinto, President, Deployment Solutions

The Dynamic Duo: Technology and Human Connections Modernize the Patient Journey

Today's patients are increasingly tech savvy. They are accustomed to ordering online, consuming entertainment in the palm of their hands, and even managing their health and booking doctor appointments through websites and apps. While many patients are growing more comfortable with digital tools, when it comes to supporting complex specialty medications, such offerings are not enough. Technology alone can never replace the empathetic support from a highly trained case manager who helps patients navigate complex access, affordability and adherence challenges. Forty percent of customers prefer speaking to a real person on the phone, and for more complex issues, 80% of customers want to speak to a live service agent.

Now is a pivotal time to understand exactly how patients and providers are consuming information, connecting with others and completing daily tasks. Manufacturers need to adopt a new equation that combines the forces of high-tech and high-touch solutions to create a cohesive brand experience and ensure maximum impact for patients and providers. When devising the most impactful support programs, manufacturers must identify the right balance among all the options:

High-Tech Program Elements rely on technology-based solutions to both automate and streamline repetitive tasks. Such digital interventions — which may include electronic benefit verification, streamlined patient enrollment into a product hub, co-pay assistance and more — give patients a greater sense of self-sufficiency and enable streamlined digital communications. Additionally, the capture of data can be leveraged later to inform future personalized communications and program optimization.

High-Touch Program Elements are especially important to help patients understand and resolve complex aspects associated with their chronic

condition or prescribed therapy. These aspects of any wraparound support program give stakeholders access to caring, compassionate, highly trained specialists who can pick up the phone and interact with physicians, payers and specialty pharmacies, helping patients effectively navigate the processes, paperwork and protocols associated with a particular specialty therapy. Such experts may include Field Reimbursement Managers (FRMs), Field Representatives, Clinical Nurse Educators (CNEs) and more. By automating and streamlining tasks patients can manage on their own, the program will make best use of these higher-cost trained specialists.

Top 10 Reasons to Integrate Technology and Human Connections in the Patient Journey

1. Speed up patient onboarding.
2. Improve the patient and provider experience with your brand.
3. Connect your Patient Services and Field Deployment teams to solve immediate access and affordability barriers.
4. Leverage personalized engagement for patients to keep them on therapy.
5. Leverage personalized engagements for providers to convert them from dabblers to adopters.
6. Utilize digital solutions to augment teams' ability to be more effective and efficient when providing service to patients and providers.
7. Predict the next best action – and act accordingly.
8. Leverage data from your patient hub to generate actionable insights across your commercial strategy.
9. Empower your Field Deployment teams with real-world data to effectively communicate your brand's value and benefit to providers.



Four Instrumental Solutions to Secure Patient Access and Simplify Onboarding

It is instrumental for manufacturers to understand how today's patients and providers are consuming information, managing the associated complexities and completing daily tasks required to get on therapy as quickly as possible and stay on it for as long as needed. Such efforts will help manufacturers tailor and invest in the optimal mix of digital tools and human connections. Best-in-class drug manufacturers who successfully deploy a seamless brand experience leverage four key solutions to secure patient access and simplify patient onboarding.

1. Embed Digital Tools Into Providers' Existing Workflows to Drive Adoption

Fact: Digital tools must be fully integrated into the existing journeys or workflows of patients and providers to drive acceptance, adoption and advocacy. In the case of providers, manufacturers must develop and deploy digital interventions provided within the EHR workflow (e.g., electronic benefit verification and patient enrollment into a hub, copay or patient assistance program). Those who shortcut this integration will create a disparate interface or step, discouraging the provider to fully adopt this process into their daily routine. Field representatives should have a clear understanding of all EHRs their product is included in, and be able to assist the provider before their first time prescribing.

While interactive wellness apps, generous co-pay card offerings and essential patient assistance programs help a brand appear "patient-centric," these programs often fall short on the back end. Complex business rules and lengthy intake forms are creating mountains of paperwork and dozens of phone calls. Instead, manufacturers need to provide real-time visibility into insurance benefits, patient support programs and associated costs to patients. The key to improving onboarding at the point of care is to ensure minimal disruption, simple steps, and fast, two-way flow communication.

2. Automate Routine Tasks to Get Therapy to Patients Faster

Prescription abandonment is often caused by complexity, financial constraints or unfamiliarity of affordability programs. Manufacturers should deploy an affordability program model that streamlines co-pay claims processing, benefit verification and prior authorization handling. For patient assistance programs, secure websites can be utilized for self-serve patient submission that automates the intake process, provides instant eligibility determination, and uses e-signature to confirm patient approval.

Investing in digital solutions will not only eliminate providers' and office managers' burdens, but it will also increase speed to therapy and ensure every prescription is managed correctly.

Additionally, instead of having multiple back-and-forth phone calls between patients and the hub, a digital concierge approach can significantly reduce the cost as well as the time to therapy. EVERIANA currently works with a client with a rare disease therapy who leverages a digital concierge. Patients are sent a secure text message for refill reminders, application and order status, disease and treatment related educational content, and they have the ability to update and upload insurance information. As soon as the drug is shipped to the patient, the digital concierge automatically sends them a confirmation email and tracking number. Knowing exactly what happens next is a huge win for rare disease patients who often struggle to get clarity in their treatment journey.

3. Deploy Your Frontline to Secure Patient Affordability

As new changes in insurance coverage and policy adjustments are implemented – either because of the new year or new government regulations – providers and patients will face another set of access and affordability barriers. While certain digital tools can speed up the intake process, they are no match for the human brain and one-on-one conversations when a resolution is required to secure a patient's reimbursement claim or solve an access issue.

FRMs are the key drivers in patient pre-authorization and billing and coding processes and play a vital role in the prescription and adoption of specialty drugs. FRMs focus solely on supporting the provider and office staff to overcome complex processes and procedures that can hinder speed-to-therapy for patients.

As the first point of triage with office staff, Field Representatives play a crucial role in product education. Informing providers and their staff about dosing, administration, affordability resources and formulary coverage remains a key strategy in driving product awareness and adoption. Although access to providers has decreased over the last two years, Field Representatives who can personalize their messaging and provide value are no match to a promotional email or text message.

With their secure and compliant connectivity to the hub and specialty pharmacy, the field deployment team can learn about access and affordability obstacles as they happen and can immediately close this loop.



4. Embed Digital Tools Into Providers' Existing Workflows to Drive Adoption

Clinical Nurse Educators (CNEs) are often deployed to address a specific gap or need for a product where utilization, adherence or proper adoption is limited or challenging. CNEs are healthcare professionals with advanced nursing degrees and experience in clinical care settings. Dependent on the therapeutic area and functional role, many CNEs are additionally credentialed and/or certified (e.g., PA/NP) to engage in fact-based scientific disease state data and compliant communications to create the best opportunity for a great patient outcome. CNEs are deployed in multiple settings to:

- ✓ Create awareness about underdiagnosed and undermanaged patients
- ✓ Heighten awareness of disease management practices and guidelines
- ✓ Educate HCP audiences on new therapies and their potential side effects and warnings
- ✓ Provide education in support of complicated dosing and administration requirements (e.g., injectables)
- ✓ Improve patient adherence and outcomes through educational and clinical support

80% of script abandonment is related to incomplete paperwork, out-of-pocket costs and timing of product fulfillment.

In addition to talking with HCPs, they also engage with patients. CNEs can be a vital resource for manufacturers with a product that has complex, comprehensive information about the therapy or disease state. CNEs listen and treat the patient holistically, cultivate thoughtful interactions, and influence care and report outcomes.

There has never been a more crucial time in which patients need personalized care. Manufacturers can achieve this goal by creating more awareness and resources, heightening disease management best practices, and providing additional support of complicated dosing and administration.

Technology and Human Connections Orchestrate a Seamless Brand Experience for Patients and Providers



Deploying a patient support program integrating digital tools, automated workflows and personalized communications is proven to accelerate speed to therapy. Figure 1 illustrates how technology and human connections provided by the Patient Services team, Field Reimbursement Managers (FRMs) and Clinical Nurse Educators (CNEs) overcomes patient access challenges and simplifies onboarding.



EVERSANA's Patient Services and Field Deployment Ensemble Delivers the Next Best Action

EVERSANA is the first and only company in the industry with the ability and expertise to deploy both Patient Services and Field Deployment teams. As a result, we are uniquely positioned to collect and synthesize data sets generated from each department securely and compliantly. Our proprietary platform, **ACTICS** by EVERSANA®, then incorporates third-party data, such as EHR and claims data, to generate dynamic insights and inform the "next best action." FRMs leverage this data to communicate with providers and their staff to support access challenges like PA submission errors; and with a better understanding of where the patient is in their treatment journey, the Patient Services team can personalize their communications to facilitate a positive outcome.

Frequently Asked Questions

Read through the following responses to learn more about our integrated, full-service solution.

1. How does EVERSANA's integration of Patient Services and Field Deployment teams reduce access barriers and simplify onboarding?

Functional connectivity between Patient Services and Field Deployment teams eliminates unavailing back-and-forth communication that typically results in infinite follow-up loops and waiting times that can be both irritating and potentially harmful to the patient.

EVERSANA eradicates many of these issues providers and their staff commonly navigate by functioning as experts on demand when needed. They know what is required for a prior authorization to be accepted and therefore can help facilitate faster submission and approval.

Rather than spend a sizable portion of their day hunting down information for various patients and waiting to move forward until they receive responses, providers can consolidate their communication efforts and promptly receive the details through a unified system. This not only allows patients to initiate their therapy sooner, but it also frees staff up to dedicate more time interacting with the patients they serve.

Because our Field teams have established relationships with our Patient Services teams, there is familiarity that creates more awareness of specific processes and paperwork, patients they are working with, products they utilize and more. This eliminates confusion between different offices and individuals and removes the need to repeatedly ask for the same information. It also creates connectivity that pulls all the necessary pieces together and propels next-step thinking and real-time verification of information.

Missing information is one of the most common hurdles to progressing patients' prior authorizations and initiation of therapy. EVERSANA's Patient Services teams work with our Field Teams ahead of time to establish a secure foundation of preexisting knowledge to ensure all appropriate information is collected quickly and without hassle. Our unique secure messaging portal creates an invaluable direct

ACTICS: Analytics Finally Meets Action

Through proprietary artificial intelligence and machine learning technologies, EVERSANA addresses critical challenges to improve patient outcomes.



Predictive Analytics

Cloud-based infrastructure enables the prediction of events to inform targeted actions and outcomes



Real-Time Insights

Derive real-time insights for quick, high-impact decision-making



Integrated Data

Ongoing performance feeds downstream alerts to the Patient Relationship Management platform



Cloud-Based Solutions

Enable big data storage and processing with speed, scalability and cost efficiency



connection as if the Patient Services teams were sitting next to the Field Deployment teams as they receive information from the provider.

This level of connectivity results in the real-time transferring of information, whether it be through communication or analytics and insights, to the appropriate people based on patient consent. It also creates more efficient interactions and touchpoints with patients and providers, which allows EVERSANA to deploy appropriate resources and cut down on costs by utilizing the right-sized team.

2. How does the connectivity of Patient Services and Field Deployment Teams help patients afford new therapies?

Field Deployment teams provide providers and their staff with timely support regarding patient coverage and access and assist with filling in gaps in a patient's case. They act as a cross-functional liaison between providers, patients, Patient Services teams and manufacturers, and can often serve as the gatekeepers to knowledge about policy and procedure that providers need before progressing a patient to treatment. They specialize in verifying information, claims denials and appeals processes, product fulfillment, and breaking down various patient access, affordability and adherence barriers.

When utilized correctly and paired with effective technological tools, Field teams can deliver the appropriate information directly to Patient Services teams – and vice versa – quickly and without repeated communication efforts. This helps create a smoother path for providers to quickly intake patients, get them through the prior authorization process and begin treatment as soon as possible.

3. EVERSANA's teams share data and insights from all touchpoints generated by digital tools and patient communications. Why is this crucial to the program's success?

EVERSANA's FRM portal is integrated directly into our patient relationship management system, providing direct interconnectivity through convenient communication channels. We invested in leading technology, systems and processes so our manufacturer partners do not have to. They can simply embed their product into our ecosystem to work through benefit verification and PA submissions. As a result of our turnkey solution, EVERSANA deploys the program quickly and cost-efficiently.

Teams can access a status tracker to see when any changes occur and view a full picture of each individual patient's case, so when they have a conversation with the provider, they can discuss what

challenges have occurred along the way, how to avoid them, and what next steps are needed to move forward. They can also document each step for prior authorization, update information as needed, and immediately upload files while these conversations are happening.

As compliance is a significant issue within the industry, we created our system with security and preserving patient confidentiality at the top of mind. Our messaging portal is a secure and reliable form of communication that safeguards patients' privacy in addition to eliminating numerous back-and-forth conversations and miscommunications.

EVERSANA's three pillars: people, data and infrastructure, bridge the gap to create efficient and effective communications, ultimately reducing frustrations and getting the patient to therapy faster.

Conclusion: Finding the Right Rhythm to Navigate Complex Patient Journeys

Manufacturers cannot afford to miss a piece of the puzzle in multi-stakeholder support. In this new era of outcomes-based healthcare, new therapies are becoming more complex, specialized and data-driven. Eliminating access barriers now requires a downstream approach from manufacturer to patient with multiple touchpoints along the way. It is imperative that manufacturers mobilize a seamless, practical brand experience brought forward by patient and provider education, one-on-one interactions and timely communication. This one ecosystem of integrated services will not only keep patients informed and empowered along their journey, but it will generate positive outcomes to demonstrate real-world evidence of therapeutic success.

EVERSANA is leading the way in meeting manufacturer, patient and provider needs with a complete, full-scale, customizable infrastructure driven by best-in-class analytics. While we can help manufacturers fully commercialize their product, our team of experts also provides fit-for-scale functional solutions (e.g., field deployment, patient services hub and channel distribution) for clients who have an existing commercialization infrastructure but need forward-thinking strategies and tactical execution. By providing clients unprecedented visibility into ever-evolving and increasingly complex patient and provider journeys, EVERSANA is helping manufacturers optimize all commercialization investments to elevate brand success and impact.

