

PUT YOUR PATIENT SERVICES PROGRAM TO THE TEST

How well do you really know your patients?

Global Genes reports that therapy adherence in the rare disease space can vary from **58 to 65 percent**, a troubling statistic for our industry, and most importantly, the patients we serve. Manufacturers must be wondering, how well do we really know our patients and what they need? Take this brief quiz to see if your program answers these important questions.

1

Do your patients know the specific name of their support coordinator and have they developed a trusted relationship?

If you said “probably not,” you are not alone. Most programs require the patient to have multiple touchpoints with the HUB, specialty pharmacy, nursing service and many more. Keep in mind that rare disease patients and caregivers lead complicated lives and face enormous medical, financial and social challenges, along with insurance hurdles and complex routes of administration. Imagine a program where you could funnel all interactions through one point of contact. You can create a single brand experience that reflects positively on your company and therapy, strengthening your relationships with patients, caregivers, healthcare providers, and payers.

2

Do your patient support strategies sit on a shelf or do they get fine-tuned over time?

Emotional bonds and trusted relationships between manufacturers and their patients are built over time, sometimes starting as early as clinical trials. And, it doesn't end when the prescription is written or the first reimbursement is collected. There is continuous value in fine-tuning the experience with data collected at each step of the patient's journey, combined with the patient's own feedback garnered through a patient services program that is comprehensive yet easy to use.

3

Do you act on valuable insights from your patients?

Your patients are eager to share knowledge. Are you listening? Imagine having an outsourcing model that includes a feedback loop from your patients, to improve your program offerings and manage potential adherence issues before patients have a chance to become noncompliant. Simplifying and streamlining the patient experience is not only better for patients, it will give you important information delivered in a compliant way – all leading to better patient outcomes over time.

It's a unique approach to patient and caregiver research that considers the emotional, treatment, physical and financial needs.

If your program misses the mark on the questions above, there are options. Many orphan drug manufacturers are recognizing that the traditional model for commercialization and drug delivery doesn't serve small patient populations well. Patients' needs can slip through the cracks as their therapies typically flow through multiple disjointed, uncoordinated middlemen, including wholesalers, distributors, HUBs, specialty pharmacies and healthcare providers, before they make it to a patient. Financial burden is a big part of the rare patient journey and with rising payer pressures, it becomes an even more critical element for all stakeholders.



Usha Roy, Vice President, Program and Client Management

Outsourcing strategies are now evolving to better address manufacturer, healthcare provider, caregiver, patient, and payer needs, spanning the development pathway to the commercialization cycle. Many life science companies recognize that building their own complex commercialization structure, or working with multiple vendors to create one, is an unnecessary redundancy that adds cost to healthcare delivery and diffuses their attention.

A unique wraparound patient service model is available to focus on reducing the burden of disease and increasing therapy adherence through coordinated care, patient education and comprehensive support delivered by a single rare disease-focused business partner. Patient support programs are built from a deep understanding of each disease state that go beyond traditional medical

care and logistics, such as shipping products or collecting reimbursements. A model that connects patients, caregivers, healthcare providers, payers, 501Cs, and pharmaceutical companies' patient assistance programs can help remove barriers to therapy.

"We start the design of each therapy program by mapping the patient and caregiver journey," says Usha Roy, Vice President, Program and Client Management, EVERSANA. "It's a unique approach to patient, caregiver, provider, and payer research that considers the emotional, treatment, and physical and financial needs. These insights inform the development of a customized rare disease patient support program which extends well beyond onboarding patients to therapy."

Even though rare disease patients desperately need customized treatment, they and their caregivers have an equally urgent need for customized education, access and support. Meeting those needs, while immersing patients in a positive experience with the brand across all touchpoints, is the most direct route to lifelong patient adherence and brand loyalty.

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