

# PATIENT-CENTERED ENGAGEMENT: **WRAPPING VALUE AROUND LIFE SCIENCE SERVICES**

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As one of my colleagues, Kathi Henson, stated in a published white paper, "Precision medicine has brought hope to many facing the burden of rare disease. Now we need to apply the same degree of precision-based research into our ongoing therapy support services." As Chief Patient Service Officer at EVERISANA, Henson knows that the key to successfully reinventing the services model is by building strong relationships with patients, healthcare providers, and payers.

As the healthcare industry shifts to value-based, patient-centered care, it requires new approaches to patient support to achieve adherence and therapeutic success. Couple that with therapeutic innovations – it's safe to say that complexity is everywhere. Think about it, 10 years ago we were not talking about regenerative medicine, and here we are today – working with transformative medicines requiring transformative approaches to find the right balance of access and affordability. Today's patients are highly motivated information seekers and are taking control of their day-to-day therapy – essentially pushing the progress of drug treatments from discovery to delivery forward. Manufacturers are raising the bar on patient services – knowing there is greater value by getting patients access to medications earlier, increasing compliance, and providing measurable value to payers.

IN OUR VALUE-DRIVEN HEALTHCARE ENVIRONMENT,  
IMPROVING THE QUALITY OF PATIENTS' LIVES IS DEPENDENT  
UPON OUR ABILITY TO EFFECTIVELY LOCATE AND ENGAGE WITH PATIENTS,  
AS WELL AS SUPPORT THE THERAPEUTIC ONBOARDING  
AND ADHERENCE OF PATIENT POPULATIONS.

So, what are the new approaches we must embrace to help reduce stress in a patient's experience, accelerate the treatment journey, and increase adherence?

Delivering best-in-class patient experiences that positively impact adherence involves a comprehensive suite of coordinated and intertwined services that solve challenges and impact the metrics that matter most to manufacturers. From market research and insights, to clinical trial patient enrollment, and medical information and pharmacovigilance, here are a few big areas to focus on in successfully reaching patients, sustaining adherence and delivering value.

#### **Showcase Value with Health Economics and Real World Evidence**

The shifts in today's healthcare landscape make it more important than ever to have integrated real-world evidence that is synthesized for actionable insights and decision-making in this dynamic environment. Value-based care demands that we demonstrate economic and clinical value to improve patient outcomes and identify opportunities to lower the total cost of care. Integrating health economics and real-world evidence starts at the product development phase to address key challenges and support the value of healthcare interventions, and continues through post-launch with retrospective analysis and observations.



Developing strategies and insights that include value and evidence gap analysis, clinical trial endpoint selections, and systematic 3P (patient, provider, payer) stakeholder feedback, better positions you to understand the market forces impacting patients before you reach out and engage them in their treatment journeys. Conduct comparative effectiveness research, develop burden of disease and treatment patterns studies along with predictive and economic modeling to gather the evidence that allows you to fully understand the factors that will increase patient access and keep patients on therapy. This data-rich information will help create the informed strategies needed to launch a product with speed and certainty.

With intense payer scrutiny and regulatory complexity it is essential to develop a pricing strategy that includes comparative and cost effectiveness studies to accurately inform healthcare decision making at launch that accelerates access for patients. This data will secure payer acceptance and provide perspective for prioritizing real results for everything from drug pricing and reimbursement to product delivery, adherence, and loyalty/advocacy challenges across the product's lifecycle. Value is defined differently across stakeholders so build the strongest relationships with all stakeholders to ensure sustained value of health intervention.

#### **Find, Recruit, and Engage Your Key Stakeholders: Patients, Providers, and Payers**

Building authentic connections with patients, caregivers, healthcare providers, and payers includes best-in-class clinical trial recruitment and retention solutions, a deep understanding and expertise of the payer landscape, and innovative patient relationship management. Technology has had a tremendous impact on how patients are recruited first for clinical trials and then for ongoing service and support. Patients are now online and in large numbers – more accessible by technology than through the traditional channels of engagement. The massive increase in health-related social media demands that you connect directly with patients and patient communities.

Clinical trial patient enrollment is the greatest cause of delay in bringing new treatments to market. The needs

for patient prescreening, registration and tracking are complex, and require real-time technology. So being able to accelerate clinical trial enrollment by attracting, engaging and converting patients to participate in clinical trials and other outreach initiatives, helps manufacturers get patients earlier access to therapy. In order to develop comprehensive online outreach campaigns for patients to participate in clinical trials, patient databases and market research and to ensure your product gets to patients quickly, you must understand the biggest obstacles to getting your product approved, whether your existing clinical trials are meeting their enrollment targets, and the value of completing clinical trials ahead of schedule.

Recognize the importance of building strong relationships with payers. Work with a partner that understands the payer landscape, how to break down the complexity of reimbursement with both traditional payers and the evolving models of care, and who embraces the way payer stakeholders think. Before you develop a compelling value proposition, be sure to understand how value assessment decisions are made. Know the trends impacting payers – from reimbursement cost-and-coverage to evolving technology and emerging models of care to legislative and regulatory, as well as how these trends impact formulary decision-making. The ability to provide high levels of strategic support, along with tactical execution excellence, will enhance all access and reimbursement messaging, tactics and training.

Payers, just like patients and HCPs, need education on these therapies, so be sure to build education and training into your strategy to increase payer acceptance. Infuse value-based thinking into every step of the product lifecycle to best communicate the value story to payers.

As the patient-centric approach to healthcare continues to take root, patients increasingly want to be involved and take action. Not just in accelerating clinical trials, but in the development and delivery of patient support programs after a product reaches the market. So, whether creating high-impact patient experiences, building patient trust and brand loyalty, or activating patient communities – let patients, caregivers, and healthcare professionals' voices be heard.



Work with a trusted partner that understands the importance of a patient-centered approach to message development and who includes these voices to provide the authenticity that resonates and builds credibility to the messages you are delivering. Be sure your healthcare providers are educated and trained about disease and treatment as well as how the disease or treatment affects patients' lives. Henson accurately includes an advocacy expert in her white paper saying, "A better understanding, ideally, would facilitate a true partnership among patient communities and the industry. It would inform the development of support programs that would have a meaningful impact on patients' and families' lives. Any time a company truly understands the patient experience and journey, it is a win-win for all involved."

## Comprehensive Patient Access, Affordability, and Adherence Solutions

Patient support is not a "one-size-fits-all" solution. Many experts leverage a traditional HUB model with multiple vendors for patient services. But they haven't considered a few of the pain-points manufacturers encounter with this traditional model:

- Channel margin mark-ups
- Onboarding efficiency
- Multiple hand-offs
- Patient support
- Integrated patient data

Achieve greater value by advancing beyond traditional HUB models to building a patient program that focuses on the unique needs of each patient. By driving patient engagement awareness programs, patient education, and support services like clinical nursing and clinical case management, manufacturers can promote adherence support and better health outcomes. When barriers to access exist, leverage external partners who understand what drives true patient centricity to achieve faster results and higher market share with affordability programs like copay and alternate coverage support. Pharmaceutical companies offer patient assistant programs for patients who lack insurance

or prescription drug coverage. It is important to understand the needs of your stakeholders and the metrics that matter to them. By getting patients on therapy faster, in a more compliant way with actionable data that has value to payers, you achieve value across the lifecycle of your brand.

## Ensure Program Safety and Efficacy with Integrated Medical Information Services and Pharmacovigilance and Quality Strategies

How do I ensure my product is used safely and effectively? That's the first question posed to every medical information professional. This is a high-touch service that provides product and medical information to patients via a contact center on the appropriate and best use of a therapy. These professionals also provide adverse experience reporting intake services and product complaint intake and processing – essentially building the product safety profile for each client. Ensure that you are working with an organization that has the ability to flex and grow with your evolving medical information needs, especially as these needs move from concept to launch.

Manufacturers need to know how they mitigate risk, especially for clinical trials safety, on time regulatory submissions, signal identification and management, and REMs. Their medical professional partner needs to be able to provide strategic consulting from safety data review to risk management to pharmacovigilance regulatory advice. Systems and operations also need to be compliant with international pharmacovigilance safety regulations. A full-service quality solution provider will be able to mitigate risk and help ensure compliance for your product or portfolio.



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### The Common Threads

It's a fact that the industry will continue to evolve and we need to ensure that our work supports and enhances our progress in providing quality service and care to our primary stakeholder, the patient. We can do this by integrating the strategies that span the development pathway to the commercialization cycle to better address manufacturer, healthcare provider, patient, and payer needs. This common thread weaves through all the strategies touched upon in this piece, each building upon the other to provide the strongest foundation, a foundation that includes accountability. We need to embrace innovation because it is one of the forces moving us forward, changing the way we think, and ultimately the way we deliver healthcare to patients in need. "Only through this lens can we achieve ongoing patient adherence and ultimately improved medical outcomes," said Henson.

### ABOUT EVERSANA

EVERSANA™ is the leading independent provider of global services to the life science industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product lifecycle to deliver long-term, sustainable value for patients, prescribers, channel partners and payers. The company serves more than 500 organizations, including innovative start-ups and established pharmaceutical companies to advance life science solutions for a healthier world.

To learn more about EVERISANA, visit [EVERSANA.com](http://EVERSANA.com) or connect through [LinkedIn](#) and [Twitter](#). Watch our video at <https://www.eversana.com/>

For a link to Kathi Henson's white paper, Precision Medicine Meets Precision Patient Support, [click here](#).