



# HOW THE EVERSANA PATIENT-DRIVEN PAP MODEL WORKS

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## John is prescribed RxBrand, but he doesn't have insurance.

His HCP tells him about the support available through the manufacturer's PAP.

John visits his doctor to discuss recurring migraines



## Diagnosis & Awareness



## Enrollment



## Product Access



## Refills & Ongoing Eligibility



Continuous data flow optimizes the entire patient experience

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## John and his HCP are notified that he is eligible for the PAP.

EVERSANA places an order with the manufacturer's distribution partner and confirms delivery details with John and his HCP.

John's first dose of RxBrand is shipped directly to his HCP's office to pick up so he can begin therapy.

2

## John visits the online enrollment site to complete his PAP application.

He is taken through an easy, self-service process that electronically verifies his income, confirms his insurance status and screens him for other funding sources. After completing his enrollment, John is notified that his application has been submitted and a determination will be made within one business day.

On the following day, John uses the online Chatbot to check the status of his enrollment and sees that it has been approved.

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## John receives a reminder text message each month ahead of his next shipment of RxBrand.

Each month, a pre-populated form is automatically sent to the HCP for completion to authorize John's next therapy refill order.

John's eligibility for the program is confirmed annually to ensure he is receiving the right support.

### 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 EVERSANA, visit [EVERSANA.COM](http://EVERSANA.COM) or connect through [LinkedIn](#) and [Twitter](#).

