



THE POWER TO KNOW WHEN:

## Balancing High-Tech and High-Touch Solutions to Eliminate Access, Affordability and Adherence Barriers

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*In the increasingly virtual world we live in, it's almost impossible to think how we would get through our days without technology. Overnight, it became the pillar of our lives during the COVID-19 pandemic, and we appreciated what we could achieve when we fully adopted its promises to improve how we work and live. But just as quickly as we made this realization, it became abundantly clear just how much we still crave and require human interactions.*

Despite all the clear benefits of digital versus human interactions, it behooves manufacturers to take note: Users want both. Forty percent of customers actually 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. In solving for access, affordability and adherence challenges, 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.

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Throughout this article, we will outline how to effectively balance the utilization of technology and human touchpoints to engage with multiple stakeholders and drive therapy adoption. Before

reviewing our five solutions to consider for your business, answer “yes” or “no” to the following questions:

- 1 Are you leveraging technology to speed up patient onboarding and/or improve their overall experience?
- 2 Are you utilizing digital tools that are embedded within the workflow of your providers' existing platforms – e.g., electronic medical records (EMRs)?
- 3 Do your Field Reimbursement Managers (FRMs) work directly with your patient services hub to solve immediate access and affordability barriers?
- 4 Is your patient services hub leveraging personalized engagement to keep patients on therapy?
- 5 Are you utilizing digital solutions to augment your patient services team's ability to be more effective and efficient when providing service to patients?
- 6 Are you leveraging data from your patient services hub to generate actionable insights across your commercial strategy?
- 7 Is your Field Deployment team empowered by real-world data to effectively communicate your product's brand value and benefit to providers?
- 8 Are you working with a team of experts who understand how to optimize teams, technology and resources and drive bottom-line impact?

If you answered “no” to more than three of these questions, that means you have multiple opportunities to elevate your commercial strategy and drive long-term brand success.

## SOLUTION I

### EMBED DIGITAL TOOLS INTO PROVIDERS’ EXISTING WORKFLOWS TO DRIVE ADOPTION (TECHNOLOGY)

**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 (e.g., electronic benefit verification and patient enrollment into a hub, co-pay or patient assistance program) that are provided within the EHR workflow. Those who shortcut this integration will create a disparate interface or step, discouraging the provider from fully adopting this process into their daily routine.

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 of communication.

## SOLUTION II

### DEPLOY YOUR FRONT LINE TO SECURE PATIENT AFFORDABILITY (HUMAN TOUCHPOINT)

As new changes in insurance coverage and policy adjustments are implemented – either as a result 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.

Field Reimbursement Managers 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. While field reps focus on selling, FRMs focus solely on supporting healthcare provider (HCP) offices and helping office staff get past complex processes and procedures that can hinder speed to therapy for patients.

With their connectivity to the hub and specialty pharmacy, FRMs have the ability to learn about pre-authorization obstacles as they happen and can immediately close this loop while working closely with office staff to submit accurate pre-authorizations for patients.

#### Did You Know?

**70%** of pre-authorization submissions to the hub are inaccurate or incomplete, resulting in a follow-up loop between the hub and HCP office that wastes time in treating the patient.

## SOLUTION III

### AUTOMATE ROUTINE TASKS TO GET THERAPY TO PATIENTS FASTER (TECHNOLOGY)

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; it will

increase speed to therapy and ensure every prescription is managed properly.

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. EVERSANA 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, and disease- and treatment-related educational content; and they have the ability to update and/or upload insurance information. As soon as the drug is shipped to the patient, the digital concierge automatically sends a confirmation email and tracking number to the patient. Knowing exactly what happens next is a huge win for rare disease patients who often struggle to get clarity in their treatment journey.

## SOLUTION IV

### EDUCATE PATIENTS AND PROVIDERS TO ELEVATE ENGAGEMENT (HUMAN TOUCHPOINT)

Clinical Nurse Educators (CNEs) are often deployed to address a specific gap or need for a product for which utilization, adherence or proper adoption is limited or could be challenging. CNEs are healthcare professionals with advanced nursing degrees and experience in clinical care settings. Depending on the therapeutic area and functional roles, 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/or 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.

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 and/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 for complicated dosing and administration.

## SOLUTION V

### SUSTAIN PATIENT ADHERENCE WITH PERSONALIZED ENGAGEMENT (TECHNOLOGY + HUMAN TOUCHPOINT)

Across disease areas, failure of patients to adhere to their treatment regimen leads to unsatisfactory outcomes and increased cost. A one-size-fits-all approach to adherence never works because we know that different patients have different adherence challenges, communication preferences, motivations and triggers that influence their behavior differently. One patient may respond better when prompted by a smartphone notification, while another is more adherent when getting a daily reminder from their caregiver.

This is an opportunity for manufacturers to utilize predictive analytics and machine learning to determine how to personalize support for each of their patients across both human and digital touchpoints. By identifying where they are in their treatment journey and maintaining engagement throughout each stage,

they can predict the probability of non-adherence, provide effective corrective actions and measure the size of the potential impact.

At EVERSANA, we help our clients drive therapy adoption and adherence with our highly configurable, scalable and HIPAA-compliant relationship management platform designed exclusively for healthcare: **ACTICS** Patient Relationship Management (also referred to as **ACTICS** PRM). Driven by predictive analytics and machine learning, **ACTICS** PRM allows our clients to rapidly identify patient behaviors and patterns to develop personas and predict the “next best action” for personalized engagement. **ACTICS** PRM can even predict the personas most likely to discontinue or switch their medication. With deep insight into access, affordability and adherence barriers – and how corrective actions improve adherence – manufacturers can better serve patient needs with the right touchpoints at the right time.

## OPTIMIZING COMMERCIAL INVESTMENTS TO ELEVATE BRAND SUCCESS

Manufacturers can't 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's 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 also generate positive outcomes to demonstrate real-world evidence of therapeutic success.

Additionally, the key for pharma brands that increasingly play a role in supporting patients through their care journeys is to think about how predictions derived from patient support programs – considered real-life data – can inform the strategies and tactics of the commercial, compliance and channel management teams. A prediction alone is not productive, but a prediction that enables action and improvement is essential to product performance and long-term success. Seamless coordination between all commercial assets requires cross-team alignment, synergistic processes and data solutions, and an established, data-driven model that continually informs and optimizes what happens next.

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.

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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.

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### About EVERSANA™

EVERSANA is the leading provider of global commercialization services to the life sciences industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product life cycle to deliver long-term, sustainable value for patients, providers, channel partners and payers. The company serves more than 500 organizations, including innovative start-ups and established pharmaceutical companies, to advance life sciences services for a healthier world. To learn more about EVERSANA, visit [EVERSANA.COM](https://www.eversana.com) or connect through [LinkedIn](#) and [Twitter](#).

