



The Promise of a Direct-to-Patient Model

Breaking Down What's Really Needed
for Better Patient Access

Greg Skalicky, *President & Chief Revenue Officer*

Faruk Abdullah, *President, Professional Services & Chief Business Officer*



Article Summary

By offering a ready-to-deploy, fully integrated direct-to-patient (DTP) model to inform and enable patients throughout their complex health journeys, brand teams can empower patients to shorten the time to diagnosis and therapy by minimizing access and adherence obstacles. This not only creates improved clinical outcomes, but also helps brand teams to reap the rewards of reduced expenditures, stronger ROI, and the potential for improved brand reputation, sales, and market share.

Today's patient is a more active stakeholder in their healthcare journey. Gone are the days of patients waiting. Consider this: Patients' lives outside the limitations of their illness are empowered with the efficiencies of consumer innovation. Grocery service in hours not days. Complex questions answered in moments. So, make no mistake, when their body fails them, patients and caregivers activate the tools at their disposal. They can search the web. They can seek their own specialists. But when researching their own insurance, they often become frustrated with a healthcare system fraught with delays and outdated workflows. **While the development of innovative therapies should bring hope, the commercial model is failing – taking brand reputations down with it.**

Today's patients face too many challenges:

- Lack of access to HCPs and specialists in specific therapeutic areas and geographic regions creates significant wait times to see a provider and a prolonged journey to diagnosis and treatment.
- Extensive education is required to understand and manage today's advanced therapies (many of which have complex dosing and self-administration requirements and side-effect profiles).
- Complicated and prolonged health journeys consumed with delays resulting from not only limited physician access, but also coverage decisions, affordability issues and more.
- Multiple patient-specific factors result in therapy lapses and undermine long-term adherence objectives.

To be successful, the most forward-looking brand teams are looking for innovative go-to-market commercial models while working to anticipate the complex needs patients face so they can provide effective, easily accessible digital strategies to remove all foreseeable barriers. The goal is to enable and empower patients to find the right providers, access their prescribed therapies as quickly as possible so they can treat their symptoms, and reduce disease progression to improve their quality of life.

A Direct-to-Patient Mindset and Model Emerges

To adapt, the life sciences industry has no choice but to find more cost-effective and efficient ways to achieve its desired clinical and commercial outcomes.

By providing a patient-facing, technology-enabled model – **as one channel within the overall commercialization strategy** – brand teams can support patients in ways that are more empowering and results-oriented. As the industry's first and only patient-led, fully integrated care model, DTP accelerates patients' access to providers and treatments while offering the latest affordability automation and price transparency. By combining the forces of social media targeting, advertising, specialized field deployment, telehealth, pharmacy billing, benefit verification, reimbursement and dispensing, this commercial model is truly disrupting the care ecosystem.

Beyond technology alone, DTP must be viewed as a commercial model deployed strategically for operational efficiency and cost reduction while improving health outcomes.

For the first time ever, pharmaceutical brands can have a direct relationship with the patient across all aspects of their healthcare experience. Yet, caution must be given to when and how a model such as DTP should be deployed and what service providers can truly pull it off. Technology alone will create more brand buzz than patient and brand value.



EVERSANA's model offers pharma companies an integrated commercial model designed to:

- Unlock patient populations and accelerate care throughout their treatment journeys
- Provide real-time, comprehensive visibility on patients' actions and behaviors from diagnosis to ongoing disease management
- Leverage a common technology and operational infrastructure that integrates and optimizes capabilities, from digital patient acquisition to telehealth to patient hub to adherence support

This innovative model offers pharma companies an enhanced, patient-centric commercial model to increase their reach, minimize access and affordability barriers, accelerate brand awareness and engage patients and HCPs to generate sustainable total prescription growth. More importantly, it provides patients with the experience they expect in terms of convenience and support through their care journeys. Customized by brand, the model can serve as a non-personal promotion channel, or it can be integrated with the manufacturer's existing commercial strategy and model. Each solution is customized to the brand's unique needs, stakeholders and life cycle.

One
Direct-to-Patient
Model
Endless
Ways to Impact
Patient Results

DERISK YOUR LAUNCH

ELEVATED PATIENT EXPERIENCE

DECREASE ACQUISITION COSTS

From our experience launching therapies with EVERSANA's ready-to-deploy commercialization models, early adopters have **shortened the time from diagnosis to treatment for patients by 85%, and many reported adherence rates of 70%.***

– Greg Skalicky

A new commercial model provides demonstrable payback for the brand

By providing a best-in-class technology and operational infrastructure – and connecting it with high-touch clinical and reimbursement support specialists who are available on demand – brand teams can reduce frustration among patients, shorten the time to therapy and enable better overall clinical outcomes.

Meanwhile, by leveraging the types of lower-cost virtual capabilities and telehealth options mentioned above to inform, empower and support patients, brand teams can reduce costs and get more value from their overall commercialization spend over time. These lower-cost virtual capabilities eliminate the massive costs of building, implementing and maintaining a fully integrated technology and operational model that cuts across the entire DTP spectrum of capabilities.

In early use cases, brands implementing this DTP model experienced a 30% to 50% reduction in patient acquisition costs.* This allows brands to right-size their staffing requirements. For example, DTP can determine the ideal number of field sales representatives to support HCPs, as well as the ideal mix of financial and clinical specialists to engage patients at critical moments.

By helping patients to get diagnosed and get on therapy more quickly, the approach creates a more efficient patient funnel for life sciences companies. This helps to improve conversion rates in a more cost-efficient manner.

**Cost reductions were due to lower labor requirements.*



The value and virtues of technology and the impact on a DTP model

By embedding a host of value-added services and capabilities in a single integrated model, the goal of DTP, as defined in a commercialization model, is to accelerate patients' time to therapy. State-of-the-art patient-facing program elements include:

- A symptom-matching app
- AI-driven predictive patient-finding models
- Interactive educational chatbot capabilities
- Online specialist-finder capabilities
- A telehealth platform that enables virtual visits with HCPs and specialists
- Online access to patient communities
- Educational and media outreach that is targeted using data-driven insights
- Cross-channel specialists that can support HCPs and patients

The hybrid care model discussed here addresses many of the limitations associated with the current healthcare paradigm. For instance, in today's healthcare paradigm, patients trying to make an in-person appointment with a physician or specialist may have to wait 30 to 90 days to be seen, especially those with more complex conditions. Using the technology-enabled DTP model discussed here, patients can connect with HCPs virtually in a matter of days. This is transformational.

Outsourcing can further reduce costs and risk

Whether you are a smaller, emerging company that has little to no experience in product launches or a larger, established company that would like to outsource certain aspects of the go-to-market strategy, partnering with

an experienced third-party company with deep domain expertise can foster a successful DTP enablement.

The outsourcing arrangement may entail a complete, integrated end-to-end solution to ensure a seamless patient journey. Alternatively, individual patient-facing components of the program can be outsourced to complement the company's existing capabilities.

Importantly, the virtual DTP engagement model discussed here is designed for flexibility, allowing brand teams to add or modify components over time as the needs of the brand evolve throughout the product lifecycle.

Partnering with a third-party expert with domain expertise will help the brand team to ramp up the DTP offering quickly while reducing overall infrastructure and personnel investments, as well as streamlining operating costs and minimizing risk. Engaging a single trusted partner – rather than a patchwork of vendors to provide different portions of the program – also helps to further increase overall transparency and interoperability.

The ability to provide a comprehensive digital DTP infrastructure delivers on two key objectives every life sciences brand faces: to provide a more effective, holistic experience for patients, and to reduce overall costs while enabling increased sales, market share and brand reputation for the therapy. For forward-looking brand teams, that's money well spent.

Authors:



Greg Skalicky
President & Chief Revenue Officer
greg.skalicky@eversana.com



Faruk Abdullah
President, Professional Services & Chief Business Officer
faruk.abdullah@eversana.com

