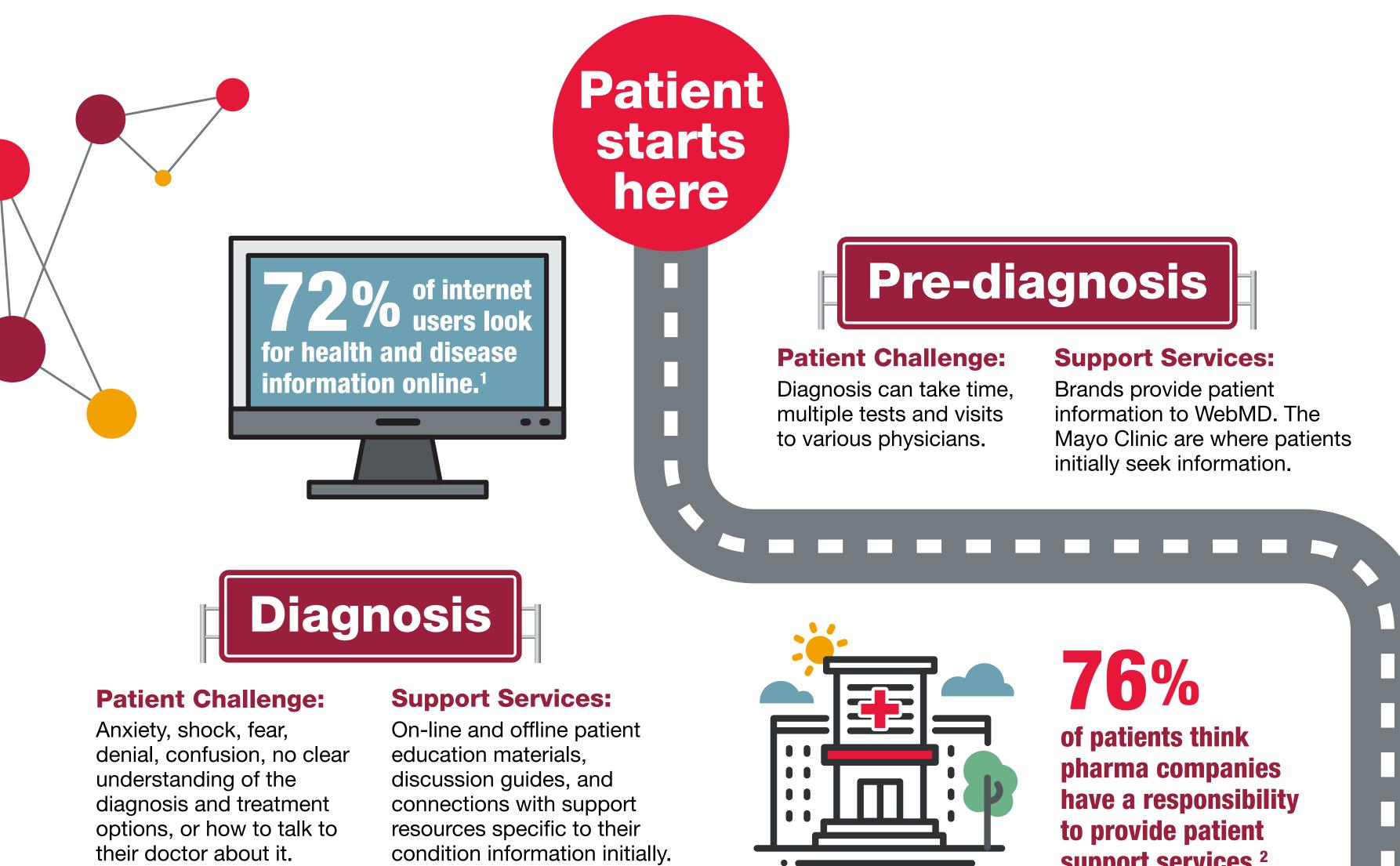
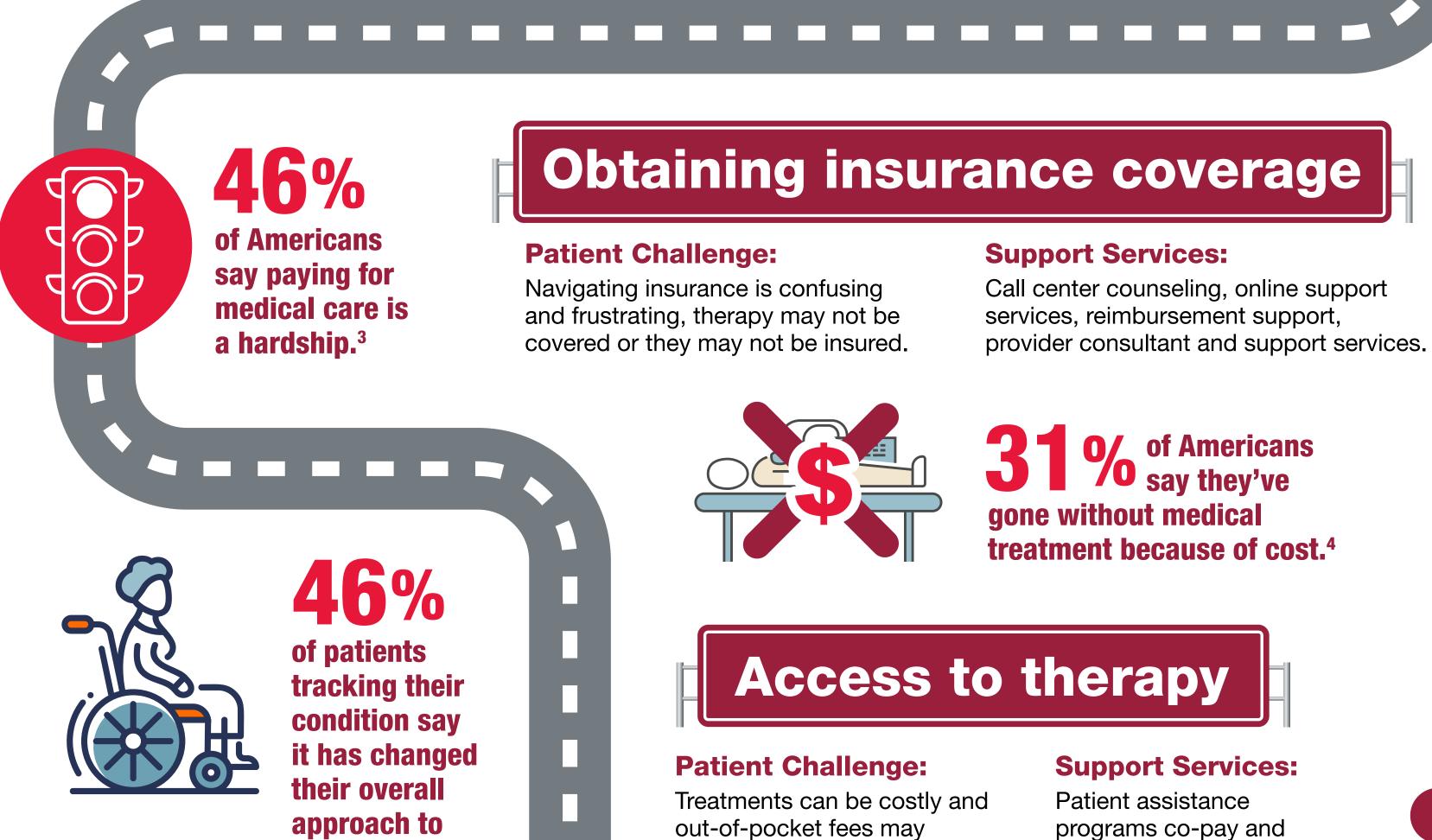
The Patient Journey How are pharma companies providing patient support on the journey through therapy?



support services.²



Treatment

Patient Challenge:

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Significantly impacts patient's physical, emotional and financial state. Time constraints, family obligations, social stigma and work balance can be difficult to manage.

maintaining

their health.⁵

Support Services:

Disease management tools and services, social media support information, peer-to-peer support and nursing.

prohibit patients from starting

or continuing therapy.



discount programs to for

part or all of their therapy.

Adherence

Patient Challenge:

Adverse side effects, medication misuse and forgetfulness can cause patients to drop off therapy leading to failed outcomes.

Support Services:

Medication and refill reminders, distribution services, nursing support for drug administration pharmacy counseling, transportation services to therapy centers.

Total cost estimates for non-adherence_in the U.S. ranges from \$100 to **C** each year.⁶



Patient Challenge:

Staying healthy requires a behavioral commitment, as well as new and more productive relationships with healthcare stakeholders.

Support Services:

Pharma companies have siezed the opportunity to partner with patients, providers and payers to develop innovative approaches to keeping patients healthy.



76% of patients think pharmaceutical companies have a responsibility to provide information and services that help patients manage their own health.⁷

Bumps in the road: Is the journey a success?

The majority of patient access and support services are brand initiatives that provide isolated offerings to get patients through specific challenges they face along the journey. The experience is disjointed and often fails to have a meaningful impact on patients because there is no continuity in services. Very few companies are taking a strategic approach to patient services across their organization. It's time to take a closer look at how your organization as a whole can improve the patient journey.

A better path: How to improve the journey for your patients and business

- Align stakeholders around a shared vision to understand patients' needs and create a better experience
- Ensure tools and programs are aligned to solve a patient need while supporting a business objective
- Provide direction on where to invest time and money and which channels effectively target specific patients
- Assess the success of existing efforts (marketing campaigns, digital initiatives, vendor services) to maximize efficiencies
- Focus on key data points to make decisions
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