

Patients are half as likely to feel cared for post-visit than what their doctors believe. When individuals don't feel cared for, they're simply less willing to engage in their therapy journey. Pharma companies can leverage patient support programs to be responsive to this. By meeting people's diverse needs for managing their health goals and embracing personalized support to bridge the gaps that exists today in the care model, the industry has the potential to address health inequities. We are seeing real-world examples of this as more brands incorporate tactics to address the social determinants of health (SDOH).

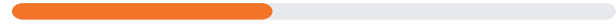
Gaps in the Care Model: Perception vs. Reality

79% of doctors feel they have adequately cared for their patients post-visit¹

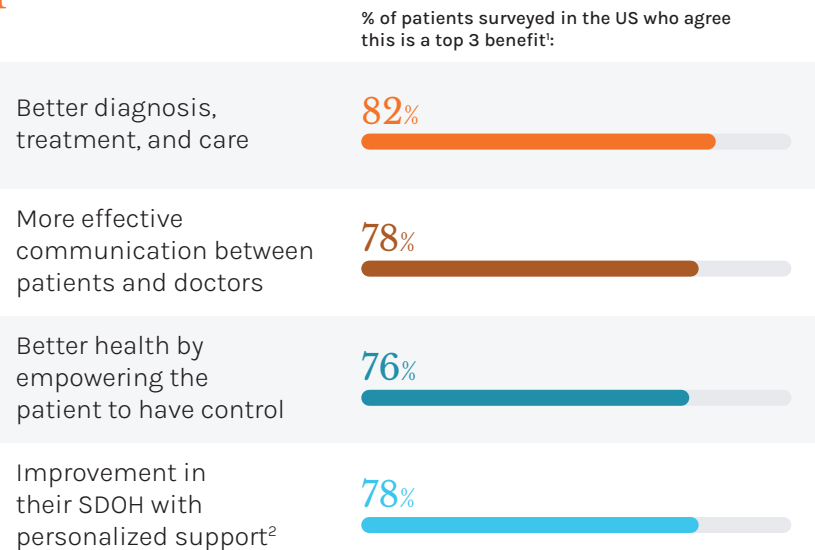


vs

42% of patients report feeling adequately cared for post-visit¹



Consumer-Identified Benefits in Care From Pharma Personalized Support



Delivering Personalized Support Can Help Reduce Health Disparities



Cultural barriers

Tailored support that is sensitive to a patient's cultural background, inclusive of language



Social determinants of health

Tailored support to address unique circumstances with housing, food insecurity, poverty and other SDOH



Engagement and access

Tailored support to increase level of engagement and ensure highest levels of access to support



How Pharma Patient Support Programs are Addressing Social Determinants of Health



Training

Support resources are provided with appropriate training to increase knowledge of how to deliver interventions.



Behavioral Health Tools

Support resources are equipped with techniques that engage patients based on varying SDOH to maximize behavior change.



Health Literacy

Programs assess patient health literacy to determine the best modality for engagement.



Adherence Risk Models

Programs using adherence risk scores are built based on the SDOH, to inform personalized interventions.



Multi-Lingual

Programs are multi-lingual, with the ability to provide translation services.

1. ZS. 2. Accenture.