

There is still a significant gap between patients seeking patient support from the pharma company and the number of patients enrolled in patient support programs. Brands are putting initiatives in place to increase awareness and access to patient support programs, with the goal of reaching as many patients as possible and addressing this current gap in the industry. At the same time, companies are realizing the one-size-fits-all model of patient support would be highly inefficient and resource-prohibitive as volumes of patients in support programs rise. Personalization is what will inform how support resources should be allocated, focusing human capital, like nurse support, on patients where it's most needed, and using technology everywhere else.

## Biopharma Opportunity to Maximize Impact of Patient Support Programs

27% of patients surveyed were currently enrolled in a pharma patient support program<sup>1</sup>

vs

72% of patients reported being interested in participating in a patient support program<sup>1</sup>

### Critical Success Factors:

#### 1 Increase Awareness

- Information available on website, CRM program, etc.
- Sales team and other field teams (FRMs etc.) promotion to HCPs
- Clinical Nurse Educator team education and training to office staff
- Direct-to-consumer marketing initiatives (TV, digital, print)
- Patient starter/welcome kit

#### 3 Streamline Patient Access

- Priority on enrollment channels in existing workflows and automated; if not, limit the number of steps a patient/HCP needs to take
- Consent for patient support program provider to reach out to patient is obtained through the enrollment source, versus requiring patient to reach out first
- Primary point of contact in a patient support program reaches out to a patient within 24 hours of receiving information through enrollment source
- Lead patient support program provider delivers an automated connection (text/email) within an hour of receiving a patient
- Lead patient support program provider continually monitors enrollment sources, identifying opportunities for optimization and enhancement

#### 2 Broaden Patient and HCP Enrollment Channels

##### PATIENT-INITIATED

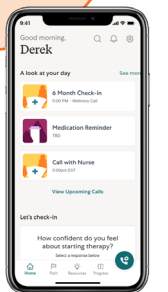
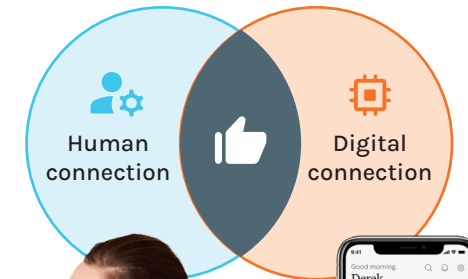
- Website
- CRM
- Copay
- Telephony line
- Product packaging
- Text message

##### HCP-INITIATED

- HUB
- Copay
- Specialty pharmacy
- E-prescription platforms
- Fax/digital enrollment form

#### 4 Combine Human and Digital Connection

Leverage analytics to determine when technology can be used for automated, self-serve support, in order to focus human capital where it's most needed.



1. Health Union.