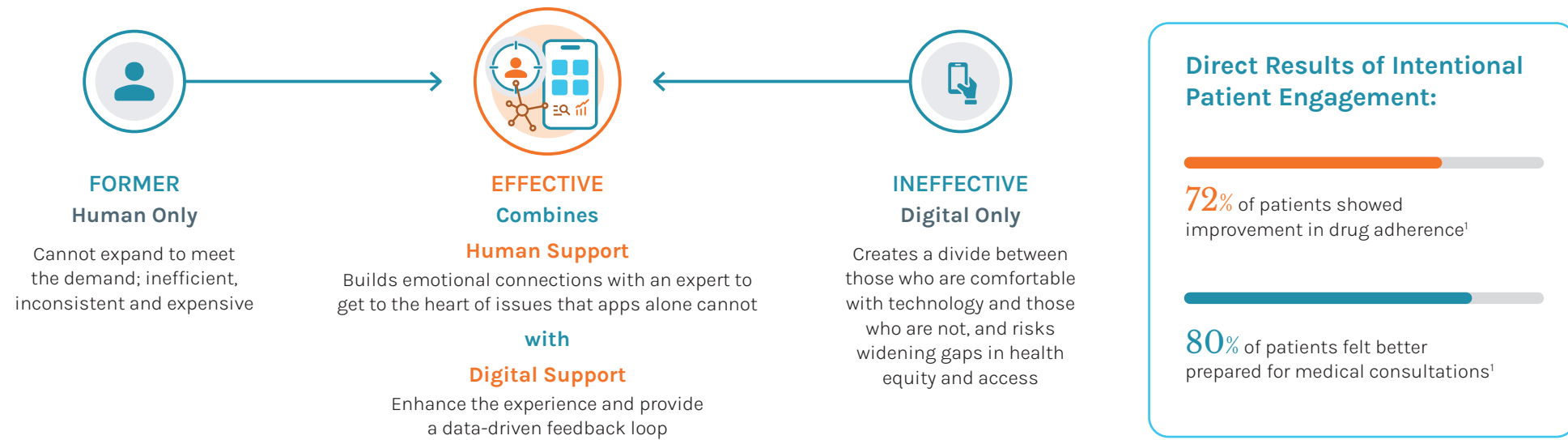


Combining digital technology and human connection in patient engagement is crucial for pharmaceutical companies to meet the evolving needs of patients. With more and more empowerment coming from patients themselves, pharma companies are striving to cater directly to their needs. Digital tools offer convenience, real-time monitoring, and personalized interventions, while human interactions provide empathy, trust, and personalized support. The synergy between digital and human elements enhances healthcare outcomes, patient satisfaction, and the overall patient experience. By optimizing the human-digital connection, pharma can take patient engagement to the next level.

Today's Leading Patient Engagement Model Combines Human and Digital Support



Real-World Applications

Real-world tools created by pharma with both human and digital support:

Quitter's Circle
for smoking cessation management

Heart Partner
for heart health management

MySugr
for diabetes management

Key Benefits of This Approach for Patients

HUMAN

- Supportive Environment:** Builds trust and establishes empathy, creating a favorable environment for patient engagement
- Emotional Support:** Provides the emotional support that digital tools may lack to positively impact patient well-being
- Navigating Complexity:** Enables out-of-the-box thinking to ensure comprehensive support for patients facing challenges

DIGITAL

- Personalized Approach:** Addresses individual patient needs and preferences through tailored care
- Patient Empowerment:** Enables individuals to take control and leverage self-serve tools to manage their therapy regimen
- Continuity of Care:** Fills the gaps between in-person interventions, creating a consistent and cohesive patient experience



1. IQVIA.