

In the ever-changing world of healthcare technology, the importance of human connection in pharma patient support remains paramount to building trusted relationships. Innovative companies are using single point of contact (SPOC) support models that provide each patient with a go-to resource throughout therapy. These dedicated professionals provide personalized support, education, and coordinated communication that improves treatment outcomes and medication adherence.

Importance of SPOC Support for Patients



The Need for SPOC

- 50%** of the population is affected by chronic disease¹
- 85%** of healthcare costs are related to chronic disease care¹
- 91%** of patients said they need more help with chronic disease management²

Proven Impact of SPOC in Pharma

- 99%** patient acceptance of PPC support models⁴
- Patient support with a SPOC model vs. without a SPOC model:
- 81% INCREASE** in patient engagement³
 - 14% REDUCTION** in medication abandonment⁴
 - 2-7% INCREASE** in medication adherence⁵
 - 23% REDUCTION** in medical costs⁴

SPOC Benefits for Patients

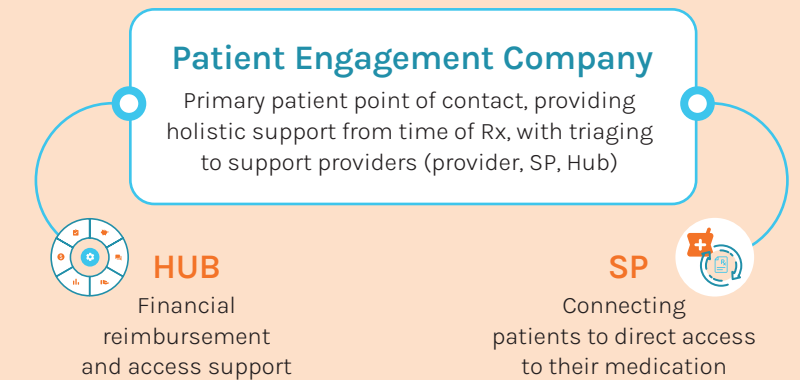
- Enhanced Coordination:** Seamless communication and collaboration among parties
- Personalized Support:** Support tailored to individual patient needs
- Improved Treatment Outcomes:** Optimized medication adherence and treatment monitoring, with timely adjustments
- Patient Empowerment:** Constant encouragement from a knowledgeable champion, providing increased patient confidence and motivation
- Holistic Approach:** Considers aspects of the patient's well-being (eg, physical, emotional, and social factors) to improve patient quality of life

SPOC Benefits for BioPharma

- Improved Experience:** A coordinated and cohesive support model that improves patient and HCP perceptions of the brand and pharma company
- Brand Performance:** Greater revenue driven by a reduction in patient abandonment and increased patient adherence
- Cost Efficiencies:** Streamlined support that reduces redundant activities and resources

Real-World Example

Today's Delivery of a SPOC Patient Support Model



Why Not Just Add On to Your HUB or SP? Because the Patient Engagement Company:

- Brings a differentiated approach that focuses on the entire patient experience
- Has a platform that prioritizes the patient experience, not just reimbursement and/or fulfillment services
- Has a core competency in this area; it is not an add-on service
- Invests 100% in the business; innovation is directed towards improving the patient experience, not BI/BV and/or distribution
- Has a proven model with value-based pricing tied to performance and patient outcomes

1. NCBI. 2. Learning&Learning. 3. Carenet Health. 4. Pharma Exec. 5. Patient Engagement Hit.