

# Bridging the Patient Support Gap With Integrated Technology Solutions and Strategies

**E**ach year, medication non-adherence causes 125,000 preventable deaths and \$300 billion in avoidable health-care costs. In a world where patients face more medication barriers than ever, patient support programs are critical in providing value-based care that yields a palpable and lasting impact. The pharma industry is acutely aware that product access and affordability is key to improving patient adherence and more than willing to allocate the time and resources to achieve better results. Yet despite significant investments in technology, dedicated care teams and educational materials, manufacturers' patient support programs are facing a decline in prescription fill rates and conversion to therapy rates. With limited in-person patient and provider-rep interactions in the midst of the COVID-19 pandemic, support programs that lack synergized technology and data are struggling to understand access and adherence barriers — and, most importantly, new and unexpected patient needs.

## Elevating Patient Support Programs

By leveraging deep insights into access, affordability and adherence barriers — and how corrective actions improve adherence — manufacturers can better serve patient needs with the right touchpoints at the right times.

Through the power of predictive analytics and machine learning, manufacturers can rapidly identify patient behaviors and patterns to develop personas and predict the “next best action” for personalized engagement across direct, digital, and telehealth channels with just-in-time recommendations. From our experience in putting this into action with EVERSANA's HIPAA-compliant relationship management platform, ACTICS Patient Relationship Management (ACTICS PRM), we can predict which personas are most likely to discontinue or switch their medication and then offer a corrective action to assist the patient.

Collaborative feedback loops also help manufacturers understand potential issues with the therapy itself that could be impacting adherence. For example, patients might

**Maria Kirsch**  
Senior VP  
& Head  
of Patient  
Services,  
EVERSANA



share that taking a drug in many small doses is challenging and that they would stay more adherent if they could take the drug in fewer, larger doses.

To illustrate the accuracy and significance of predictive analytics, EVERSANA's Brigham Hyde, Ph.D., President, Data and Analytics, published a recent white paper outlining the results of a predictive modeling he conducted with historical data. Comorbidity impact scores predicted: patients who were highly likely to not execute first fill of newly prescribed specialty medication, with an ~80% accuracy rate (AUC/ROC of 0.81), and patients who were likely to abandon (switch) brands, with an accuracy rate of 70%.

By powering next gen patient services with a relationship management platform designed exclusively for healthcare, EVERSANA is not only improving patient services performance but also generating a 98% accuracy rate in describing types of patient personas. With these personas, clients are improving patient adherence by more than 50%. Evidence provided by ACTICS PRM also expands client understanding of access and pricing barriers, allowing market access teams to execute a comprehensive strategy that enables payers, providers, and patients to make better treatment decisions.

With these powerful insights from actionable data, manufacturers can develop precision messaging and deploy targeted one-on-one conversations with patients and providers. More specifically, manufacturers can provide patients with the personalized support they need to navigate the complexities of new therapy adoption by developing and disseminating custom education resources to help them better understand their diagnoses and treatments.



**Bill O'Bryon**  
Managing  
Director,  
Digital  
EVERSANA  
ENGAGE

## Omnichannel Propels Personalized and Sophisticated Outreach

The key for pharma brands that increasingly play a role in supporting patients through their care journey is to think about how predictions derived from patient support programs — considered real-life data — can also inform the strategies and tactics of the marketing, compliance, and value-evidence teams.

Leveraging de-identified patient data and insights has created a new sophistication in outreach and personalization. Oftentimes, data funneled into patient services programs is not used to its full potential. As the only organization to house all commercialization services under one roof, EVERSANA is uniquely positioned to integrate the sophisticated data capabilities with end-to-end marketing and patient services strategies. Acting as an information router, EVERSANA's Omnichannel Activation Model continuously learns audience behaviors and preferences — and evaluates the impact of patient messages — to inform how the channel and messaging mix can be optimized for maximum results. This allows for data-driven planning and real-time analysis of results from marketing campaigns and patient services programs to create a cohesive brand experience.

As we strive to deliver improved therapy adoption and adherence through personalized patient services outreach, ACTICS PRM also powers data-driven, targeted marketing strategies to better engage with patients when they need and want support. For example,

(c) PharmaLinx LLC. Rights do not include promotional use. For distribution or printing rights, contact mwals@pharmavoices.com

marketing and patient services teams will have a clearer understanding of which patient personas likely require additional adherence support as well as their preferences for outreach (e.g., email communication versus SMS or outreach via phone call). All the while, we continually improve the quality of our models by returning interaction data measuring the effectiveness of messages and touchpoints delivered to each persona.

As companies invest in technologies to navigate digital patient engagement, patient services teams need to be equipped with the right tools to maximize value across the patient journey and the product life cycle as well. Rapid advancements in science resulting in new therapies, such as CAR T-cell therapy, immuno-oncology, gene therapy and digital therapeutics, will require the industry to embrace data innovation and combine therapy advancements with artificial intelligence (AI) evolution.

### Walking Alongside Patients in Their Care Journeys

Patients are — and should remain — the center of any pharma company’s core mission. As such, understanding their journeys and providing patients with support at each stage of treatment (i.e., hub enrollment, onboarding, and adherence) is essential in creating a valuable brand experience and a high-performing, high-impact program.

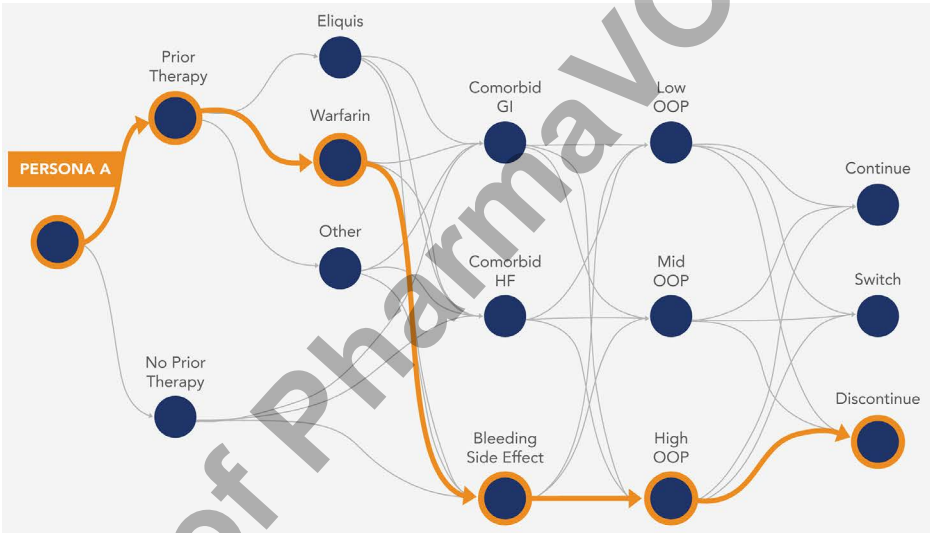
With integrated commercial services support from data platforms such as ACTICS PRM, the ultimate result — improved patient outcomes — drives value for all stakeholders. By combining the power of analytics with ready-to-deploy, real-time actions, manufacturers can optimize patient outcomes with custom solutions, ultimately ensuring patients receive the full benefit of a life-changing therapy. <sup>PV</sup>

**EVERSANA** is the leading provider of global commercial services to the life-sciences industry. Our integrated solutions are rooted in the patient experience and span all stages of the product life cycle to deliver long-term, sustainable value for patients, prescribers, channel partners, and payers. We serve more than 500 organizations, including innovative start-ups and established pharmaceutical companies to advance life science solutions for a healthier world.

For more information, visit [eversana.com](http://eversana.com).

### Predictive Action With Measurable Impact

Figure 1 traces the path of one of the personas we created, Persona A, who discontinued a brand therapy. We developed a unified data set – consisting of demographics, income data, total Rx costs per year, estimated out-of-pockets and total cost of care – to train our model. Patients who matched Persona A were identified from the database at the time of hub enrollment and deployed/enrolled into the hub process. The results of our modeling showed a 98% accuracy rate in our ability to describe the types of patients, or personas, across the model. We found that by altering content and communication mediums and delivering a co-pay card via an app, we maximized Persona A’s ability to refill the script two days ahead of scheduled refill. The system “learned” how well Persona A did with that action and improved its ability to predict – allowing us to successfully predict the next best action.



Variable	Description	Variable Predictive Value	
Discontinue Timing	<30 days		
Initial Fill (days)	Below 14 days	High	
Initiating HCP	Therapy Loyalist (50%+ scripts are Therapy)	Mid	
Co-morbidity	Musculoskeletal Disorders High Blood Pressure High Cholesterol Non-Diabetic		Overall Model Accuracy F-1= 0.89-0.98
Payer Mix	Medicare, Assistance Programs, Commercial, Cash	1%	

- There are ~600 (0.7%) patients similar as Persona A
- The average initial Therapy fill for this cohort is 10 days
- The model can make up to 98% accurate predictions for this cohort
- This cohort is extracted from statistically significant classification exercise

(c) PharmaLinx LLC. Rights do not include promotional use. For distribution or printing rights, contact [mwalsh@pharmavoices.com](mailto:mwalsh@pharmavoices.com)