



# Patients Support Programs: How to make difference?

*Delivering solutions to drive healthcare forward*

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# Patient adherence to prescribed therapy is a persistent challenge

Retention and adherence remain a significant unmet need

**23 - 63%<sup>1</sup>**



of patients do not adhere to their treatment regimen

Resulting in..

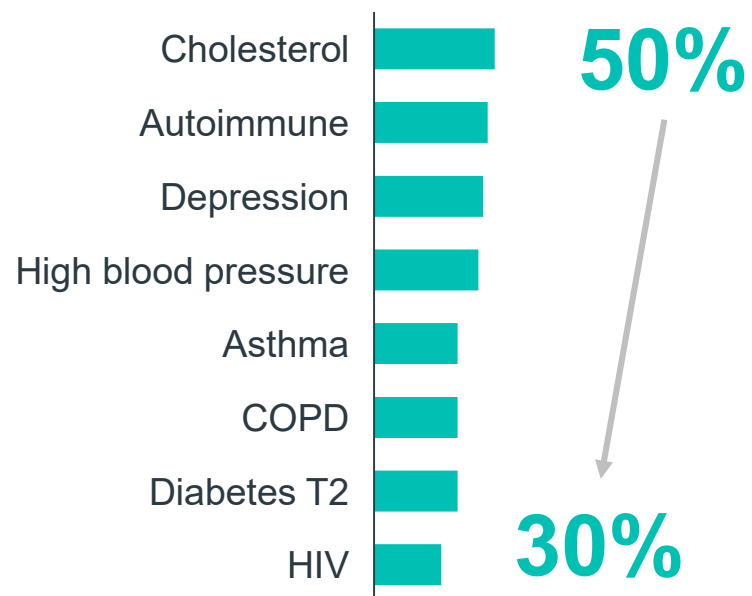
**\$100BN<sup>2</sup>**



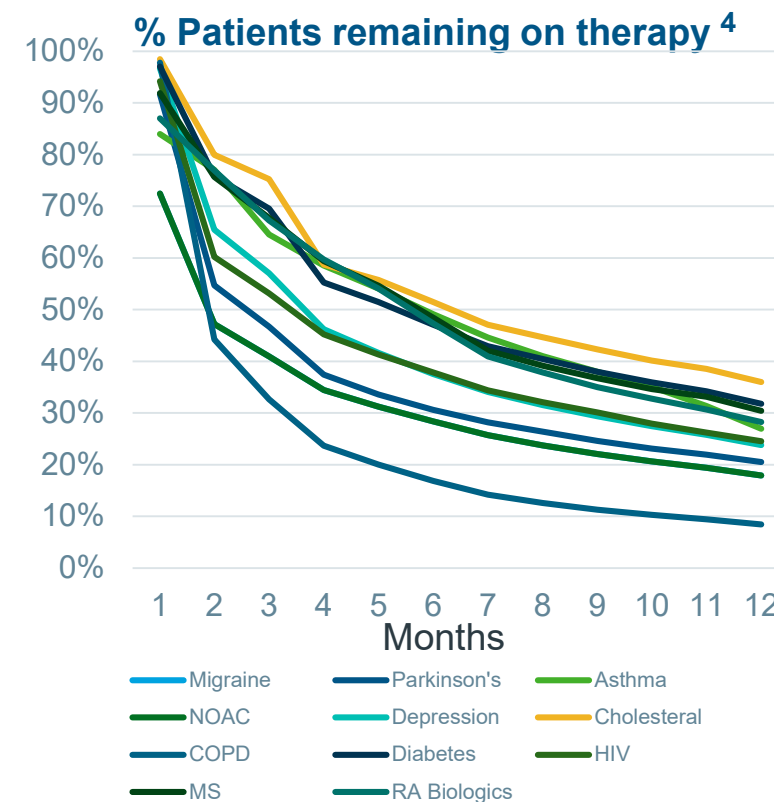
annually in preventable healthcare costs in the US alone

Many patients do not initiate prescribed therapy

% Patients not receiving first Rx<sup>3</sup>



Patient adherence drops quickly in the first year of treatment



Sources:

1. McKinsey, Improving patient adherence through data driven insights;
2. Cutler RL, et al. BMJ Open 2018;
3. Final % claims not paid (1H20), IQVIA LAAD Claims Data
4. 12 Month Persistence, IQVIA LAAD Claims Data

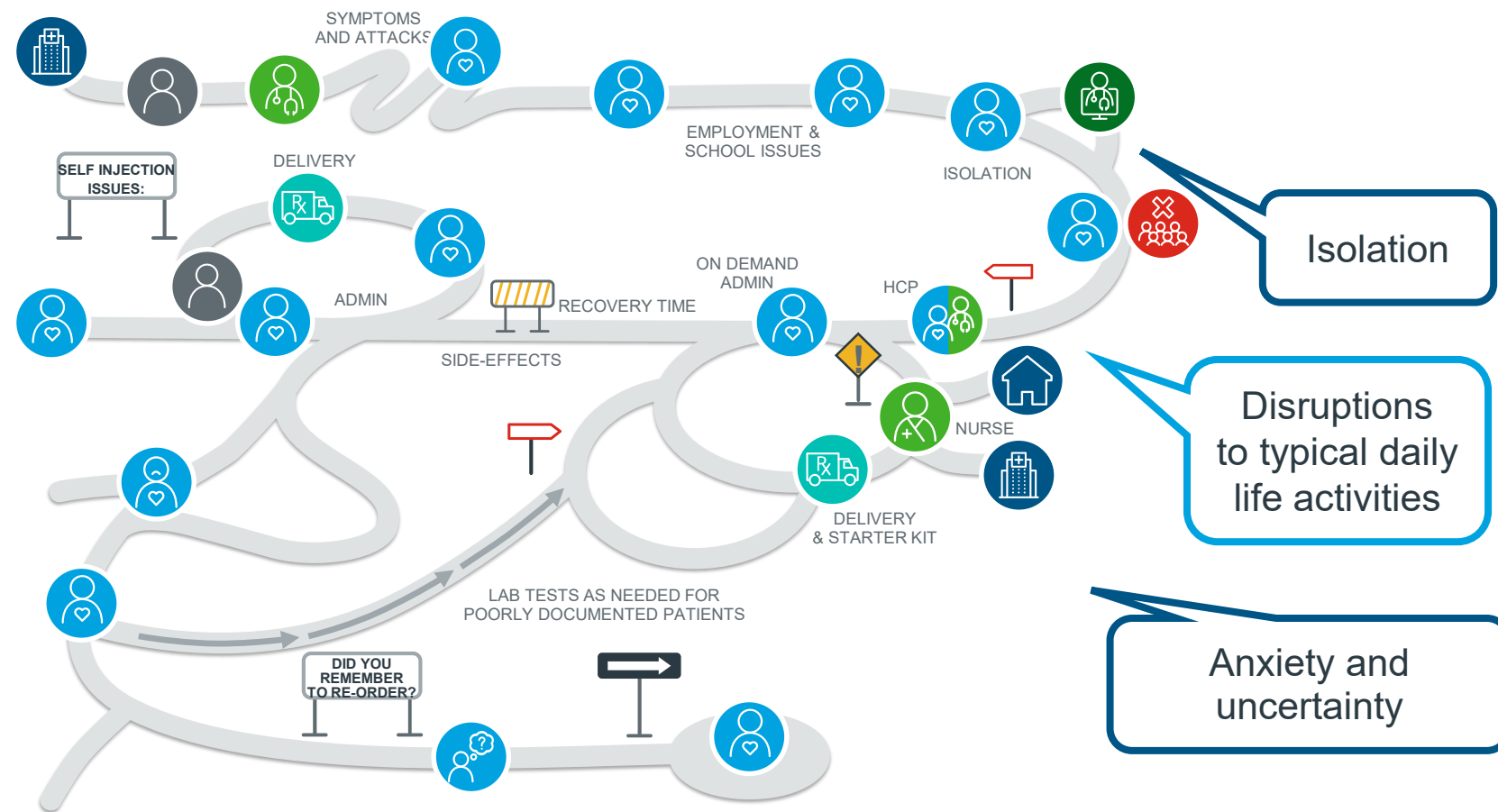
# Exacerbated by COVID-19

**70-80%**<sup>1</sup>

reduction in the  
number of patient  
visits to HCP offices

**27M**<sup>2</sup>

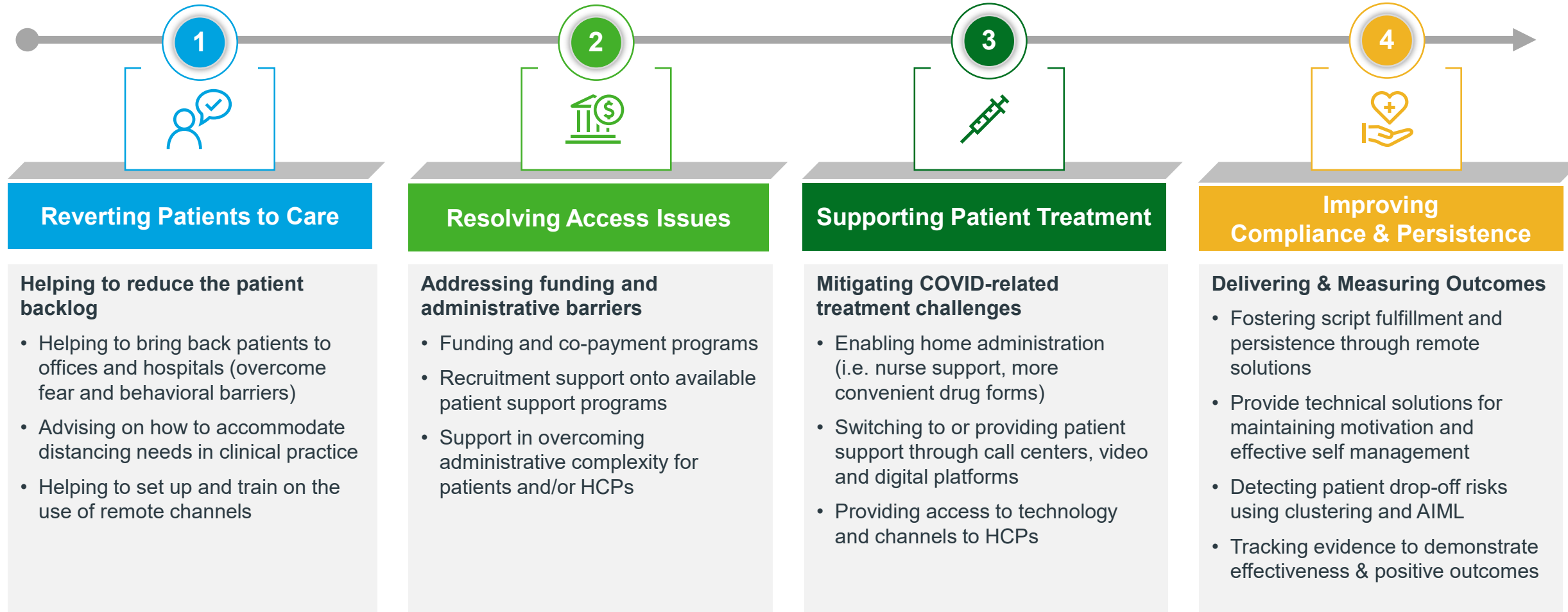
People lost  
employer-sponsored  
insurance



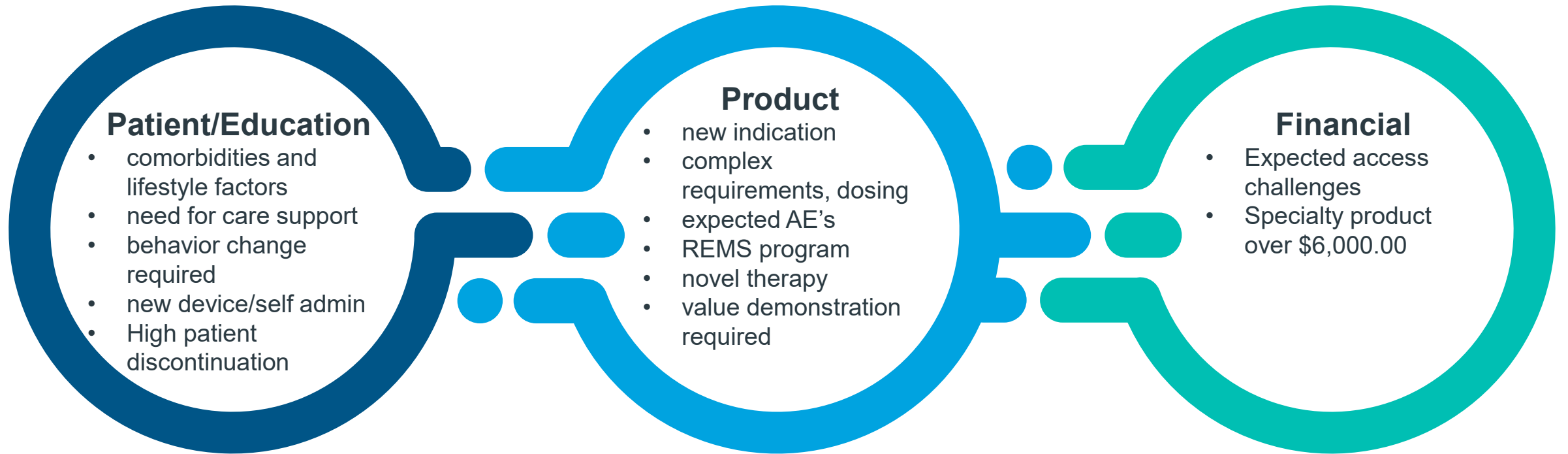
1. Aitken, M., & Kleinrock, M. (2020). Shifts in Healthcare Demand, Delivery and Care During the COVID-19 Era [White Paper]. IQVIA Institute.  
2. <https://www.kff.org/coronavirus-covid-19/issue-brief/eligibility-for-aca-health-coverage-following-job-loss/>



# Pharma could support patients in overcoming consultation, access, treatment and persistence challenges along their journey



# Patient Support Programs address diverse needs based on product or brand requirements



# Effective Patient Support Programs improve adherence

*Positively impacting clinical, humanistic, & economic patient outcomes*

**74% Patients think the pharmaceutical industry should provide educational support**

There is a **wealth of evidence** that pharma-sponsored multichannel patient support programmes (PSPs) can significantly improve health outcomes<sup>1-7</sup>



**61%** show improved clinical outcomes<sup>2</sup>

The most impactful PSPs are those that understand the motivators and drivers of patient behaviour, and deploy interventions matched to individuals' needs<sup>2,8,9</sup>



**64%** show improved humanistic outcomes<sup>2</sup>

The PSPs that have shown the most success are those that integrate high-touch HCP/nurse-led support, with multichannel digital and print support<sup>2,8,10</sup>

1. Ganguli A, Clewell J, Shillington AC. The impact of patient support programs on adherence, clinical, humanistic, and economic patient outcomes: a targeted systematic review. *Patient Prefer Adherence*. 2016;10:711-25.

2. Van den Bosch F. Impact of participation in the adalimumab (Humira) patient support program on rheumatoid arthritis treatment course: results from the PASSION study. *Rheumatol Ther*. 2017;4(1):85-96.

3. Kruse CS, Bolton K, Freriks G. The effect of patient portals on quality outcomes and its implications to meaningful use: a systematic review. *J Med Internet Res*. 2015;17(2):e44.

4. Kreuter MW, Wray RJ. Tailored and targeted health communication: strategies for enhancing information relevance. *Am J Health Behav*. 2003;27(1):S227-S232.

5. Osborn CY, Mayberry LS, Mulvaney SA, Hess R. Patient web portals to improve diabetes outcomes: a systematic review. *Curr Diab Rep*. 2010;10(6):422-435.

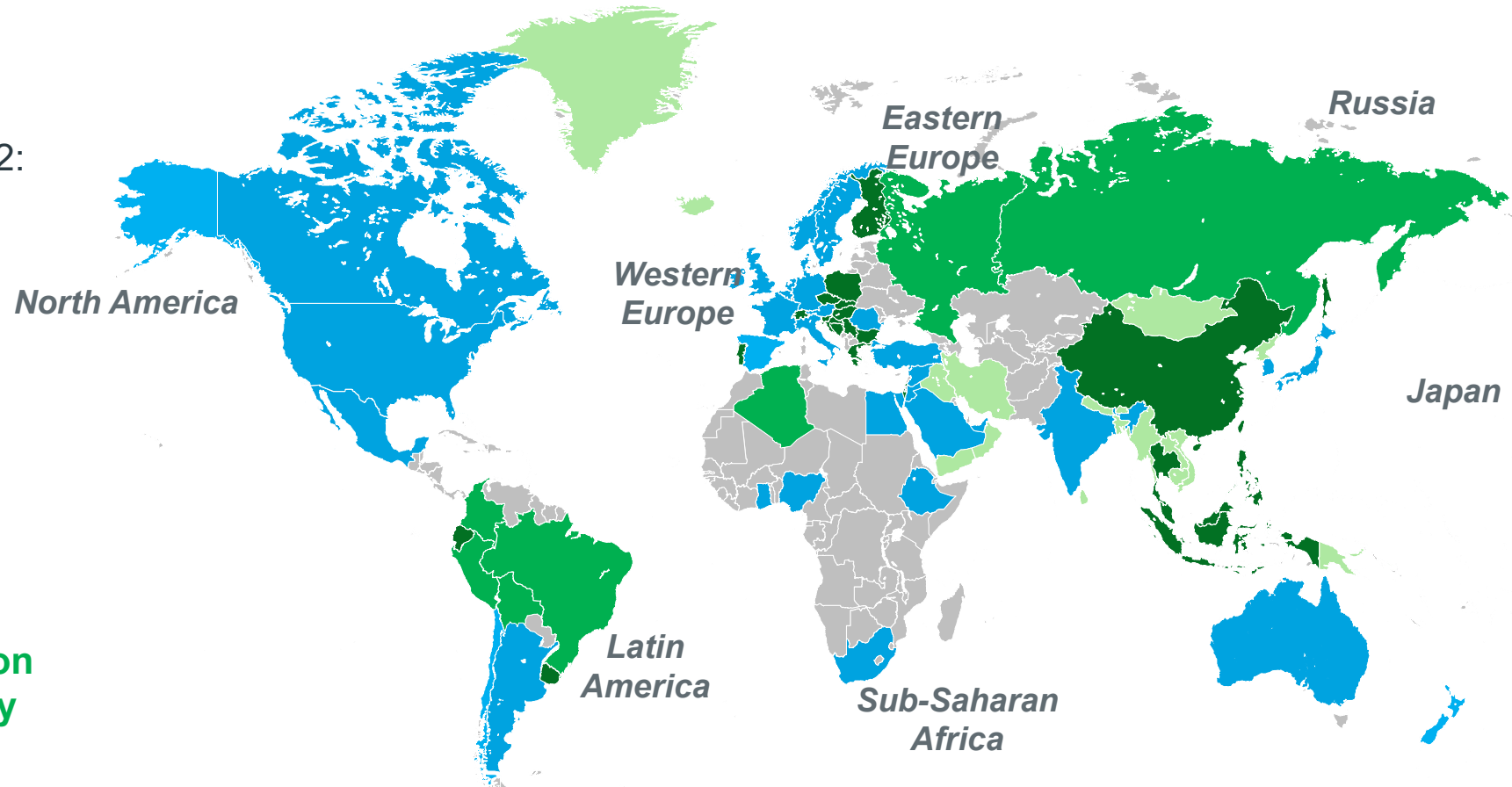
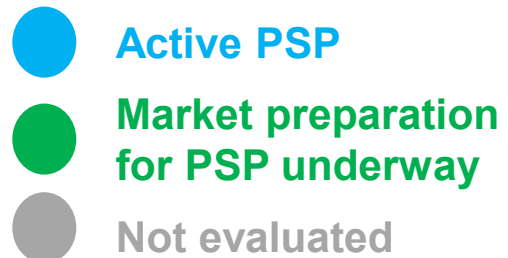
# IQVIA Example: Global PSP design and implementation footprint

*We leverage this experience during program design and, as required, implementation*

202 PSPs in 2021 with **73 customers** and **35 ACTIVE** countries

New markets in 2022:

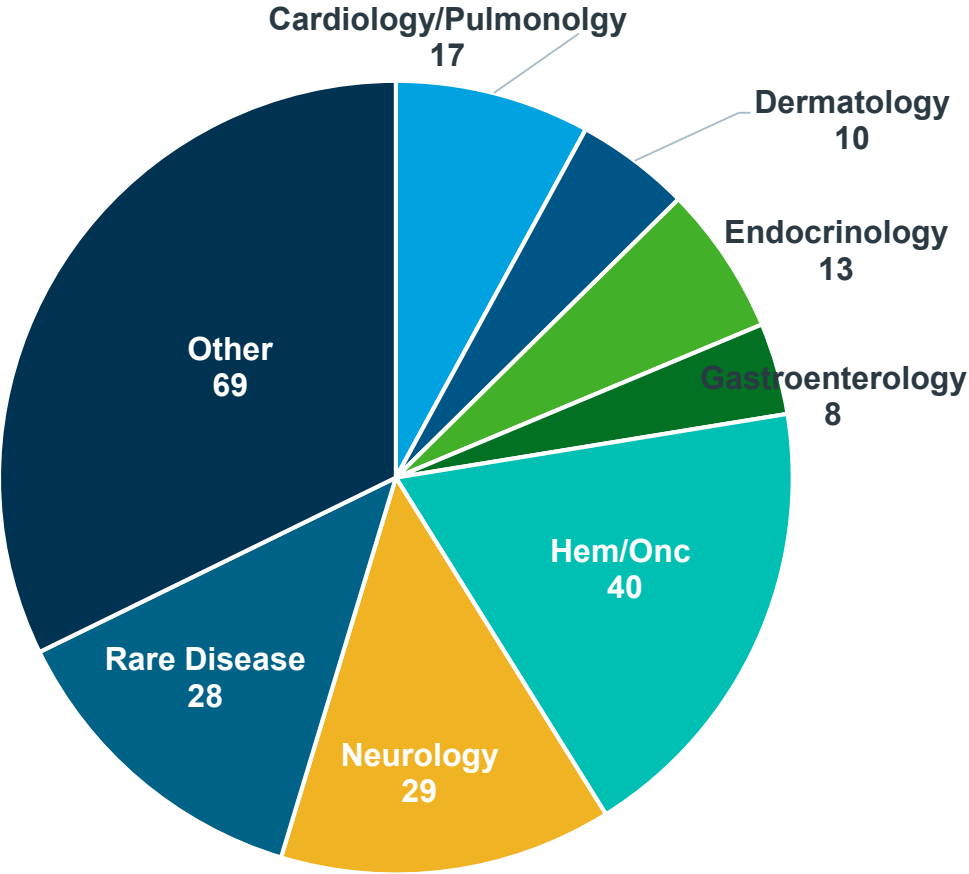
- Brazil
- Portugal
- Bulgaria
- Hungary
- South Africa
- France



Source: IQVIA

# IQVIA Example: Patient Support Experience

*We provide design, development and delivery services across the globe and our experience provides key learnings for program design and delivery*



**IQVIA Global Disease State Experience - 2021**

Clinicians in the field today

>1,500

Multiple year contracts, team expansions, and project extensions

85

HCP & patient interactions

>5M

Direct to Patient Programs

>200

>30 countries

Deployed over 3,000 Clinicians for patient and provider support programs

Retention rate at 12 months

90%

95% Customer Satisfaction Loyalty Score

Resources

- CE
- CTE
- MSL
- Live
- Call Center
- Virtual
- Per Diem



# Patient Support Programs Planning process

*Intelligent design, delivery, and analysis for greatest impact*



## 1 ANALYSE

Patient journey and pain points mapping

Identification of stakeholders

Legal/ regulatory review

Pre-program metrics and data collection

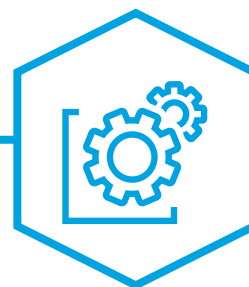


## 2 DESIGN

Co-creation workshop

Overall PSP concept design

Action plan with timelines



## 3 DEVELOP

Project materials and content

IT backbone: Mobile app and/or CRM configuration

Local vendors contracting

Staff recruitment - nurses, coordinators, HCPs etc.

Staff briefing & training



## 4 IMPLEMENT

Project management and support

PSP promotion in HCPs

Materials distribution

Digital enablement & data/ feedback collection

Selected support solutions



## 5 EVALUATE

Measure key metrics

Evaluate program impact

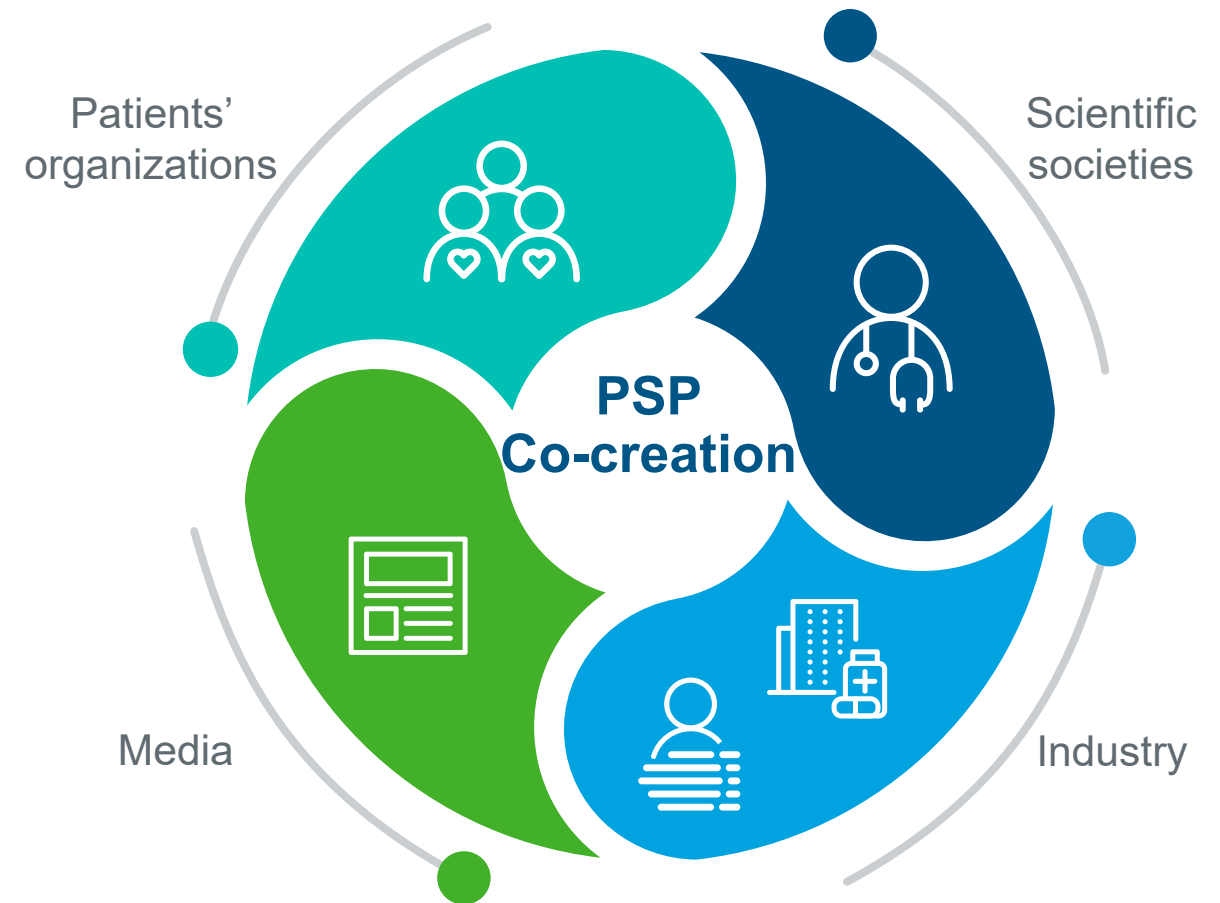
Calculate cost-effectiveness

Define so-what for program design

# It is crucial to initiate a cross-stakeholders dialogue during the PSP development to ensure endorsement and buy-in from an early stage

To address the complex patients' needs and ensure a long-term, sustainable solution of the problem various non-traditional stakeholders should be involved in:

- Join workshops
- Defining key pain points
- Solutions identification and validation
- Creation of an action plan with activities' implementation owners and timelines
- Setting up KPIs to measure the program's outcomes
- Program outcomes communication plan



# Each program should be periodically evaluated to find out its impact

*Demonstrate and improve impact over time*

## Operational - how is the program being executed and who is using it?

- # enrolled (% of available population)
- # interactions (e.g. calls, web visits)
- Sample descriptives (e.g. socio-demographic, treatment history, comorbidities)

Collected through day to day running of the program and used to determine population features

## User experience – what do stakeholders think of the program?

- Net promoter score (patients, HCPs)
- Perceived helpfulness of the program
- Perceived trust in program elements

Collected actively from stakeholders via interviews / surveys and used to determine acceptability of the program

## Outcomes (patient reported data) – is the PSP generating value for patient care?

- Self-reported adherence / quality of life
- Exacerbations / hospitalization
- Illness and treatment beliefs
- Treatment efficiency beliefs over time

Via program interactions, patient engagement apps, health trackers, surveys, etc: for patient reported outcomes

## Outcomes (secondary data) – what impact is the PSP having on adherence/clinical needs?

- Prescription refill data
- Longitudinal adherence & persistence
- # emergency room visits
- Healthcare resource utilization
- PSP vs non-PSP comparisons / studies

Derived by linking participant data to other secondary 'objective' data sources: to show wider impact of the program

# Newly developed digital solutions might help engagement and drive positive behaviour change

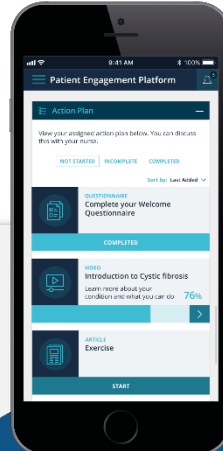
*Our patient engagement platform provides a highly measurable, personalised, digital way for patients to access direct, multichannel communication and educational support from our patient support teams*

Working across devices as an app and a website, and leveraging evidence-based behavioural models and techniques, our platform's behaviour change modules work together to support patients along their treatment and health journeys to drive initiation, adherence, and persistence



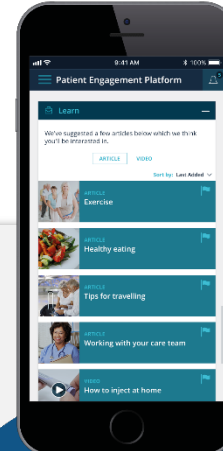
Please fill out your **welcome questionnaire** so we can make sure we are providing you with the best possible support!

**Patient profiling and content personalisation**



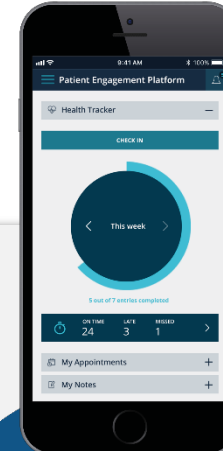
Please take a look at your personalised **action plan**, which is a simple way to help you get started on your new treatment

**Action planning**



We have sent you a few **educational articles** that we think you may find interesting

**Education**



To help you manage your condition in the long term, it's important to track and discuss your progress. Let's get started with **your Health Tracker** today...

**Progress tracking**

# Contacts in IQVIA



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