



ConvergeHEALTH Patient Connect™

Innovative solution to keep patients connected to the ever changing health care ecosystem

The new normal

The health care ecosystem is in a period of continuous evolution. The volume of health care data is growing exponentially and is enabling dramatic changes in care delivery, value based reimbursement, and precision medicine. In addition, life science organizations are continuing to migrate to new patient engagement models that drive improved patient outcomes.

Historically life sciences organizations developed and marketed therapies without contact with the patient. However, the continued consumerization of health care and the evolution of the ecosystem are increasing the patient's role in decision making and reshaping their expectations on life sciences companies.

There is an opportunity to help patients navigate the complexities involved in understanding their diagnosis, deciding on treatment, securing financial assistance,

understanding their therapy, connecting with other patients and community experts and supplementing clinical education.

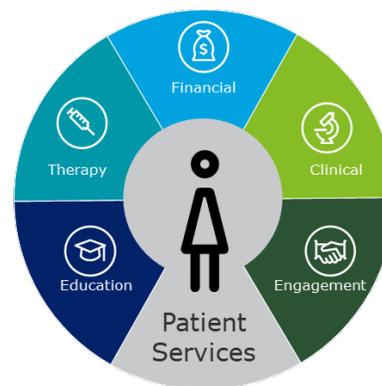
Patient engagement

The consumerization of the patient is enabling life science organizations to move away from a reactive patient engagement approach, in which coordination between stakeholders, therapy, and care is limited or ad hoc, to a proactive model in which engagement tools and support bolster both patients and health care providers' experience.

This benefits both the patient and the life sciences company:

- Patients get help with a range of both administrative health related tasks and emotional issues of a new disease
- Life sciences companies get confirmation that their product is administered and delivered as intended, in a way that can optimize efficacy and outcomes

There is an unprecedented opportunity to connect with patients and the health care system to deliver better treatment and outcomes. Life Sciences companies can take a leading role in making these connections.





Patient Connect:

- Cloud-based, Scalable Platform
- Pre-built integrations
- Care Network Collaboration
- Consistent high-touch interactions across channels
- Interactive Contact Center
- Integration of wearables and med devices
- Analytics and RWE
- Compliance & Data Security: HIPAA and GXP

Patient Connect is a digital solution for life science professionals built on the Salesforce Platform to drive multi-channel patient engagement.

- **Financial:** Helping patients to access and afford therapy
- **Education:** Delivering training and educational content
- **Therapy:** Connecting with patients to coordinate care delivery
- **Engagement:** Granting patients access to support for their unique treatment journeys
- **Clinical:** Providing patients with a point of contact during trials and assisting their transition to commercial drug

Clients choose Patient Connect

-  **Leverage Data:** Improve patient data transparency across the organization to enable data-driven decision making for predictive, not reactive interactions
-  **Accelerate Access:** Accelerate patient access to therapy and provide high-touch, consistent patient interactions across shared business processes and therapeutic programs
-  **Improved Adherence:** Leverage tools to engage and educate patients; act proactively to help ensure product, therapy, and care plan adherence, reducing discontinuation
-  **Informed Patient Insights:** Increase insights into patient treatment and interactions – gain real-world evidence to demonstrate value to health plans and improve drug efficacy
-  **Health Care Provider Partnerships:** Provide value to health care providers and partnerships through shared patient insights and a platform for care team collaboration which facilitates interactions between health care providers and patients

Through the innovation of Deloitte Digital and the product development maturity of ConvergeHEALTH by Deloitte, we bring a solution that is as unique as your therapies and as personalized as the patients you support.

Start the conversation

To learn more about how Deloitte can help you engage with your patients, visit us at www.deloitte.com/us/patientconnect or contact us directly:

Chris Zant
Principal, Deloitte Digital Patient Connect Leader
czant@deloitte.com

Anatoli Zurablev
Senior Manager, Deloitte Canada Patient Connect Solution Lead
azurablev@deloitte.ca

Amarinder Sidhu
Senior Manager, Deloitte Consulting, LLP Patient Connect Product Director
amsidhu@deloitte.com

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