Connecting with patients
Digital engagement leads the way to stronger relationships

ConvergeHEALTH™
PatientConnect™
Executive summary

**Connecting with patients.**

In today’s value driven health care market, patient centricity is no longer a concept, but the central imperative for every industry stakeholder. Life science organizations are looking to digital engagement to help them better connect with health care providers and the patients they treat. This means those organizations need to frame their patient-centric strategies for operating in a new patient-centered, digital ecosystem.

Fundamentally understanding a patient’s experience, and providing support and services tailored to an individual’s values and needs, can be critical to reaching desired health outcomes. To achieve this, a leading health services hub provider engaged Deloitte to consolidate its patient engagement operations across different multinational markets onto a single platform to enable a personalized, high-touch support approach in order to improve adherence and care-coordination across patients’ care network—Health Care Providers (HCPs), providers, and other team members. Based on Deloitte’s ConvergeHEALTH Patient Connect,™ the platform is designed to provide a high-touch patient experience across a variety of digital channels. The goal? Improving the coordination of—and adherence to—a care program. The platform provides life sciences companies with the tools and insights to help them build effective relationships with both the patients and their extended care teams, be it HCPs, specialty pharma, payers, and caregivers. Data collected across a wide population of patients feeds research and development efforts, and can create opportunities for innovation and powering stronger outcomes.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>State of the market</td>
<td>1</td>
</tr>
<tr>
<td>A whole patient approach</td>
<td>3</td>
</tr>
<tr>
<td>Building a case for engagement</td>
<td>4</td>
</tr>
<tr>
<td>Delivering insight-driven results</td>
<td>5</td>
</tr>
<tr>
<td>Conclusion</td>
<td>7</td>
</tr>
</tbody>
</table>
The art and science of patient engagement is transforming rapidly, patients are more involved in their health, and similarly, care providers, payers, pharmacies, and life science organizations understand the benefit of engaging patients throughout the patient’s journey. Health care providers can reduce the administrative burden for coordinating care and create better tailored care plans, payers can manage the cost and value equation, and pharmacies can have a reduced administrative burden for coordinating care. Pharmaceutical companies can enhance the patient experience to increase therapy adherence.

Traditionally, patient services have been concentrated on specialty products to treat rare diseases such as hemophilia or cystic fibrosis. However, the success of these services combined with the widespread availability of technology and access to data is powering a shift toward personalized, value-based treatment. The trend is expanding the reach of patient engagement programs beyond specialty rare diseases to include larger populations such as cancer or diabetes patients. The demand for robust patient services capabilities is evolving from a key business initiative for specialty pharmaceutical companies to a core competency for all biopharmaceutical companies.

A recent Deloitte study indicates that 72 percent of respondents surveyed have built or have begun to build patient services programs.1

Tactically, it translates to the following key principles.

“I can see a model in the near future where some products will go through clinical trials with a companion application or technology suite as part of the candidate therapy and where those technology components are an important contributor to the overall outcome.”

Client executive

Digitize the core
Reimagine the core patient support and engagement systems and processes to build the foundational capability for higher order initiatives. Digitize and automate core manual workflows and enhance the existing stable workflows with new digital front-ends.

Focus on patient experience
Enable individualized patient journeys and align services, workflows, and interactions to those journeys. Refocus the digitized processes and systems to collect and analyze interaction data that enhances the understanding of patient’s experience, on behavioral, clinical, and socioeconomic dimensions.

Make the engagement precise
Leverage the data from patient interactions for insights and evidence that inform targeted and proactive interventions, and encourage adherence and behaviors that result in the desired health outcomes.

Players across the health care landscape are investing in new patient data-based capabilities

**Pharma**
Objectives:
- Develop and sell effective treatments, drugs, and devices to improve patient health outcomes
- Understand treatment effectiveness, safety, usage, adherence

**Providers**
Objectives:
- Diagnose patients
- Provide appropriate and effective treatments
- Optimize revenue through demonstration of quality

**Payers**
Objectives:
- Define payment/reimbursement levels & formularies
- Incentivize providers to achieve better outcomes
- Identify and manage population and patient health risks

**Patients/Caregivers**
Objectives:
- Receive high quality care with low administrative burden and costs
- Be informed on health status and prospective treatments
- Monitor/manage health conditions

**Employers**
Objectives:
- Lower employee health care costs
- Improve employee health and wellness to cut absenteeism and improve productivity

**Regulators**
Objectives:
- Improve care quality and reduce cost
- Foster innovation and competition
- Promote public health and wellness
- Improve treatment safety
A whole patient approach

To address the opportunities in the health care marketplace, patient engagement models must address the digital engagement needs of pharmaceutical companies as well as patients. Patients have a growing appetite for digital communication, and that extends to their health. Patients are more informed than ever before and want to be involved in their care and connected with their care providers. These patients are typically interested in learning how to improve their health, monitor their condition, and actively manage their care.

Digital engagement is driving a wide range of opportunities:

• **Patient engagement.** Patients, increasingly engaged and informed, look for solutions that are coordinated, convenient, customized, and accessible. Technology solutions easily accessible from a mobile phone or laptop offer patients a way to play an active role in managing their health. Patient engagement also helps address the emotional concerns of health issues. By offering patient services, pharmaceutical companies have an opportunity to increase awareness, as well as utilization of patient support program tools and services.

• **Digital medicine.** The growing velocity, volume, and variety of health care data is an opportunity for the medical community to enhance their insights into health and human disease. This data is being used to monitor outcomes, improve treatment regimen compliance, and interact with patients across new channels.

• **Partner ecosystem.** Connecting with patients and care providers throughout the health care ecosystem offers pharmaceutical companies an opportunity to educate, interact, and influence outcomes to a greater extent, while building brand loyalty.

“Digital engagement is driving opportunity across the health care field as patients want to be informed and engaged, and pharmaceutical companies want a closer connection to their patients.”

Dave Rosner, Principal, Deloitte Consulting LLP
Building a case for engagement

A leading health care services company and provider of patient hub services recognized that its pharma customers needed to access actionable data from its patient service hub. To help meet this need, the company worked with Deloitte to develop its cloud-based data platform using ConvergeHEALTH Patient Connect as its foundation to deliver clear, consistent data reporting plus insights into patient care.

The solution is designed to deliver value-added services across the board. Pharmaceutical companies can help support the needs of health care providers and patients throughout the treatment journey on social and mobile technology platforms. The hub helps pharma companies to deliver training and educational content, connect with patients to coordinate therapy, and create individual access to patients for assistance with their specific journey. Companies can offer patients a point of contact during trials and help them transition to a commercial drug if appropriate. Patients also have an opportunity to leverage that point of contact to discuss their financial concerns associated with a treatment. This planning can facilitate speedy access to affordable care.

Centralized data and analytics
Taking digital engagement one step further, the client company is leveraging data to build stronger relationships. Research and analytical capabilities applied to the data help companies understand the measures of success of their products. The hub combines different data sources to provide a clear picture of the entire patient journey—including data from internal (enrolled) sources as well as external data for a more comprehensive view. What's more?

- Dashboard views allow analysts to drill down for deeper insights.
- Better visibility into treatment plans provides a holistic picture of key issues—for example, “When are my patients falling off therapy?” and “How can we help optimize patient outcomes?”
- Advanced tools help pharma companies identify broader patient profile trends, track ROI for patient support, and comply with increased regulations.
- Standardized and consistent reporting power deeper insights into the efficacy of treatments.

“When we were ready to expand our digital engagement strategy, we found that Deloitte offered the experience and the know-how to help us connect with patients and maximize the value of data being collected.”

Client executive
Connecting with patients / Digital engagement leads the way to stronger relationships | Delivering insight-driven results

Delivering insight-driven results

**Accelerate access:** Accelerate patient access to therapy and provide high-touch, more consistent patient interactions across shared business processes and therapeutic programs.

**Improve adherence:** Leverage tools to engage and educate patients; act proactively to support product, therapy, and care plan adherence that can lead to positive health outcomes.

**Improve patient experience:** Provide a single point of contact for each patient who can manage patient interactions in a consistent, accurate, and timely manner.

**Leverage patient insights:** Increase insights into patient treatment and interactions—gain real world evidence (RWE) to demonstrate value to health plans and improve drug efficacy.

**Drive HCP partnership:** Provide value to HCPs and providers through shared patient insights and a platform for care team collaboration and reducing administrative burden; facilitate interactions between HCPs and patients; and support HCPs in pre-treatment paperwork, such as benefits investigations and prior authorizations.

**Client’s return on investment**
- Reduced data entry, minimized back and forth communication due to missing or incorrect information
- 83.33% decrease in new support program setup time
- Increased proactive patient behavior leading to better long-term health results
- Ten integration points to enable omni-channel to engage effectively with patients on the channels they prefer
- A range of new technologies and channels including native and apps, salesforce communities, fax, SMS, and templated communications
Deloitte’s ConvergeHEALTH Patient Connect

The power behind the pharma hub provider’s solution is Deloitte’s ConvergeHEALTH Patient Connect, a cloud-based, scalable platform designed to facilitate and accelerate patient access. It offers multichannel product engagement, including real-time connection to customers through phone, mail, digital devices, and personal contact. It also captures and leverages real-time data from wearables and medical devices. Compliant and secure, the platform’s analytics capabilities provide valuable insights into patient data collected over time, serving up data valuable for clinical trials and new product development.

**PatientConnect™**

Creates a record of engagement workflows, support interactions, and networks which form the foundation of great patient experience
A leading provider of health care hub services recognized a need to provide digital engagement to pharmaceutical organizations, so they looked to a trusted source. Building upon the company’s established hub, Deloitte helped the pharma provider expand the functionality of its existing services to offer expanded patient engagement services and increased access to analytics-driven insights.

With an eye toward future innovation, the platform can be tailored to meet the unique requirements of pharmaceutical companies who want to pursue a digital engagement strategy. The flexible, cloud-based solution is scalable as the number of enrolled patients and care providers grows. Whether products are used to treat rare diseases or conditions with larger patient populations, digital engagement can help improve patient adherence, treatment, and outcomes; leverage clinical data for research and development and compliance; and build brand loyalty.
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