Navigate the shift from patient engagement to patient centricity

Life sciences organizations need to create coherent and meaningful experiences through the entire chain of patient interactions, from R&D to product launch and commercialization phases.

Patient centricity within the health care ecosystem isn't just a novel futuristic concept—it is the central imperative for every industry stakeholder. Life sciences companies are now facing up to the need to frame their patient-centric strategies for operating in a new patient-centered, digital ecosystem. We believe it is fundamentally about understanding patients' experience, and providing support and services tailored to individual patients' values and needs—with a primary goal to deliver the desired health outcomes. Tactically, it translates to the following key principles.

1. **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.

2. **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 patients' experience on behavioral, clinical, and socioeconomic dimensions.

3. **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.
**ConvergeHEALTH PatientConnect™**

ConvergeHEALTH PatientConnect provides a multichannel, high-touch digital product platform to enable patient support and engagement for life sciences companies. The product is available as Salesforce ISVForce approved Managed Package.

PatientConnect™ enables individualized patient journeys to manage patients' holistic experience. The product framework allows engagement and support workflows.

PatientConnect™ includes best-in-class capabilities with an ecosystem of partnerships to help clients provide care coordinators, patients, health care providers, and support coordinators with patient-specific journeys that can improve engagement and patient outcomes.

**Multichannel digital patient support**

Provide coherent, high-touch patient interactions across all communication channels

**Cloud-based scalable platform**

Built on Salesforce, the product provides a highly scalable platform, using cloud, mobile, and social technologies

**“Connected Patient” solution accelerators**

Leverage pre-built accelerators for patient data management, companion mobile apps, and Internet of Things/device integrations

It is fundamentally about understanding patients’ experience.

**Impact**

- Accelerate patient onboarding and access to therapy
- Engage, support, and educate patients to improve therapy adherence
- Measure and improve patient experience through feedback loops
- Leverage insights from patient data to demonstrate business value for all stakeholders
- Facilitate strengthening of health care provider partnerships

**Start the conversation**

Contact patientconnect@deloitte.com and visit www.deloitte.com/us/patientconnect for more information.

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