

PatientConnect™

Elevate the patient experience



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.

Navigate the shift from patient engagement to patient centrality

Patient centrality 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.

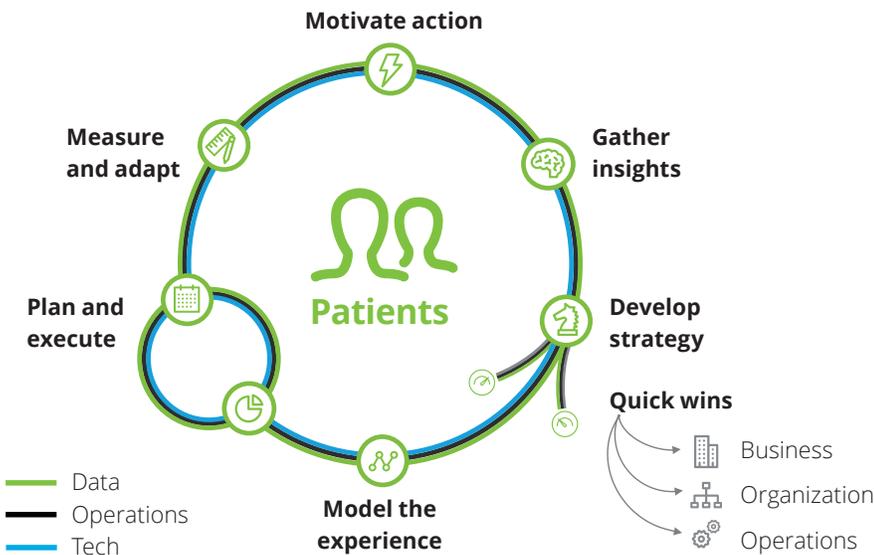
2. Focus on patient experience

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.

Patient experience feedback loop



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.

Robust partner ecosystem

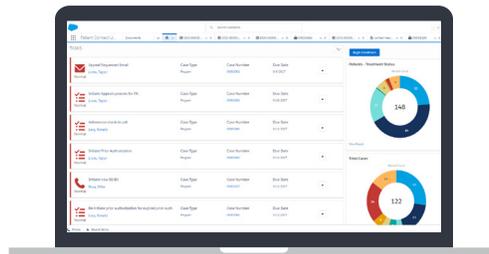
Deploy pre-packaged integrations for computer-telephony integration, document templates and automation, e-verification, and middleware

Care team collaboration

Provide effective patient support and care coordination across health care providers and other care team members

Individualized patient support journeys

Enable personalized therapy journeys and support models to facilitate great patient 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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