

PHIL

Not getting traction with your patient services program? Here's why and what to do about it.

**Here's How
Phil Can
Unlock Your
Unique Value**

Combining a modern user-experience with end-to-end visibility into the prescription life cycle, our platform unlocks the highest rates of pharmacy coverage and reimbursement for brands while seamlessly integrating into the lives and workflows of patients and providers.

Not Getting Traction With Your Patient Services Program? Here's Why And What To Do About It.



As life science companies continue to invest in and launch specialty and specialty-lite medications to help patients manage chronic - and sometimes debilitating or life-threatening - conditions, they are tasked with developing patient support services programs to help patients access and stay on these therapies. Unfortunately, a poorly utilized program can undermine clinical differentiation and often hinders a brand's commercial success.

Despite pouring \$5 billion each year into patient support programs, pharmaceutical manufacturers only get an estimated 3 percent of eligible patients to enroll and use their programs. That's a staggering missed opportunity. The key to turning things around is understanding the barriers to utilization and taking steps to maximize the adoption and the value of your program.

The 3 Biggest Barriers To Patient Services Program Utilization

There are three main reasons why eligible patients and prescribers fail to utilize a brand's patient services program:

01. There's a lack of awareness that the program exists.

One study found that nearly 60 percent of patients have little or no knowledge of the medication support programs available. And while most patients rely on their physicians to provide information about prescribed treatments, a healthcare provider survey revealed that 42 percent don't understand what support is available for their patients.

02. Patients and HCPs don't see benefits from participating in the program.

If a healthcare provider does not perceive the value of a patient services program – for example, how it will save the practice administrative time by automating prior authorizations or improve patient adherence by making therapy more affordable, they are unlikely to adopt the program.

Almost half of patients think that pharma companies don't understand what they need to manage their health, reducing the likelihood that they will trust that a sponsored program will help them. Without an understanding of how much the program will make it easier and more affordable to access their prescribed medication, they won't be motivated to enroll in the first place.

03. Accessing the program is too complex or not delivered in a consumer-friendly way.

A program that is difficult to access, understand, and navigate is bound to underperform. Provider practices are hectic and often understaffed, so they may not have the time to spend on helping patients enroll in a program or figure out how to use provider tools,

With 80 percent of patients preferring to use digital channels to communicate with HCPs and brands, they will undoubtedly be deterred from participating in a program that doesn't give them the streamlined, "e-commerce-like" experience they've come to expect.

How To Maximize Adoption In Your Patient Services Program

Patient-support services programs are critical to clearing a successful trajectory for specialty-lite and specialty therapies. Life science brand teams can ensure utilization by taking the following steps to address adoption barriers:

01. Leverage an Integrated Sales & Marketing Approach to Educate HCPs About Your Program

Make sure they understand how it works and will alleviate their pain points and benefit their patients. This can be accomplished through several channels, such as sales reps, conferences, emails, and your website.

02. Make Program Enrollment and Engagement Across the Patient Journey Seamless

Today, more than ever, you need to meet patients where they are. That means providing them with a frictionless, digital-first customer experience. Patients are more likely to trust the program if the enrollment process automatically initiates at the point of prescribing. Send them a text with a direct link to an enrollment form already pre-filled with the relevant information. Allow them to choose the form of communication they prefer. And then be sure to make staying on therapy as easy as possible. This can be done through messages informing patients of their therapy's benefits and potential side effects and enabling easy refill enrollment.

03. Reduce Friction by Integrating Access Within HCP Workflows

Your program should include easy-to-use tools that streamline the prescribing, benefits verification, and PA processes. Make sure the platform is configurable within current workflows and accessible within the EHR – enabling form auto-population, for example – which will save them significant time as they work to help patients access their prescribed therapy efficiently.

04. Analyze Data to Continually Refine and Optimize the Program

You can ensure your patient services program is living up to its promise by tracking the right metrics. With greater visibility into the prescription journey and how it impacts patients, you can make meaningful changes when necessary throughout your brand's lifecycle.

The bottom line is that a patient services program in today's environment should streamline medication access in a digitally-driven way. As an end-to-end commercialization partner, PhilRx does just that. Check out this case study detailing how we helped a Women's Health brand achieve a 90 percent enrollment and engagement rate, transforming the trajectory of its brand.

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**Let the experts at Phil
unlock your unique value.**

**Book a meeting
today!**