Evaluating the Effectiveness of Adherence Programs on the Patient Experience

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AGENDA

› Current Impacts of Non-Adherence
› Challenges in Traditional Evaluation Methods - Pros & Cons
› CaseTrack 360°
  › Closed Loop Visibility
  › Global Multi-Channel Engagement
  › Anywhere, Anytime & Any Channel
  › Social Media and Digital Health Trends
› Shaping the Patient Journey – the Empowerment Process
› Integrated Technology Platform
› C3i Healthcare Connections’ Capabilities
Impacts of Non-Adherence

- Estimated $290 billion is lost in the US (healthcare costs)*
- Lost therapy revenue for pharma est. $30 billion*
- Causes approximately 125,000 deaths annually*
- Accounts for 10 to 25 percent of hospital and nursing home admission in the United States.**
- Taking drugs as prescribed lowers total healthcare costs by an amount that exceeds the costs of the drugs themselves.***

Challenges of Traditional Evaluation

Diabetes Program Example

Return on Investment from Improved Medication Adherence: Diabetes

$1 MORE Spent on Diabetes Medicines = $7.10 LESS Spent on Other Services

CLIENT CHALLENGE
- Promote product adherence while supporting patient smoking cessation as a critical component of pharmaceutical relationship marketing program

TELERX SOLUTION
- Launched multi-channel counseling program using Mayo-certified tobacco treatment specialists to provide education, support and follow up to patients with the urge to smoke

RESULTS
- Served as a strong marketing arm for client, brand representation at nationwide media events
- Provided service beyond the pill to patients in need of support
- Lowered cost to client due to hiring blended team of RNs and degreed agents resulting in a 20% cost reduction

HIGHLIGHTS
- Telerx Representative featured on client website
- Post launch talent assessment lead to cost reductions without affecting service levels and quality
Challenges of Traditional Evaluation

**Traditional Analysis**

**RX or Claims Data**
- **Pros**
  - Quantifiable:
    - Test & Control Rx or Claims Data
    - Patient Longitudinal Studies
  - Industry Standard:
    - Organizational familiarity
- **Cons**
  - Costs – Usually expensive
  - Limitations - Does not provide insight into Patient Journey, effectiveness of various elements for program, or optimization details, etc.

**Program Objectives Measurements**
- **Pros**
  - Traditional Program Measurements
  - Data Easy to Obtain
- **Cons**
  - Not Easily Quantifiable
  - Difficult to reproduce results
  - Limitations – Few Patient Journey insights, effectiveness of various elements for program, or optimization details, etc.
Closed-Loop Visibility Enables Advanced Insight

Interactive customer journeys enhance the quality and efficiency of every engagement

Guides agent through every interaction seamlessly with the appropriate questions coordinating with conversation

Leverage information across silos to manage complex interactions
- HIPAA compliant
- Meaningful use data

Consumer 360° View

Putting the Customer at the center of everything

Frictionless access to data providing insights that drive actionable changes and process improvements

Ability to follow customer through their journey/customer life cycle

Enhancements in Data & Analysis
- Global Case Progress dashboard
- Ability to drill in to robust detailed reporting

Putting the Customer at the center of everything
Global Multi-Channel Engagement

PATIENT SUPPORT & ADHERENCE
Integrated omni-channel engagement and financial assistance, driven by a case based business rules engine for patient centric outcomes

MEDICAL INFORMATION
Medical inquiry management, adverse event, and product quality complaint intake integrated with approved standard response solutions for high quality medical information services

360° View of Customer
Dynamic Case Management
Launch Support Dashboards
Inbound/Outbound Omni-Channel Engagement
Client, Product & Regulatory Business Rules
Patient / Regulatory Intelligence
GxP Validation
Support and Training

PRODUCT SAFETY
Integrated adverse event intake and “book in” to product safety databases enabling standardized, inspection ready solutions for processing adverse events through any channel

SALES & MARKETING
Robust outbound virtual detailing, appointment setting, and inside sales features supporting hybrid sales models
Robust, Multi-lingual Intake Portals Support Case Creation Using a Customer Centric Approach
Social Media’s Influence in Healthcare

Monitoring and Engagement Provides Insights and Addresses Customer Concerns While Meeting Regulatory Guidance

- Identify Opportunities to Respond
- ID Crisis and Posts to Escalate
- Extraction of Insights
- Support of Brand Messaging
- AE Identification

Customized Tags & Codes

- Site Moderation
- Community Education
- Access & Reimbursement
Technologies in Digital Health…
Revolutionizing Patient/Provider Connections

Non-Wearable Sensors & Devices
- Smart scales
- Smart pill bottles
- Smart phone-connected medical devices
- Digital inhalers

Wearables
- Activity trackers
- Smart watches
- Smart clothing
- Biosensors, patches
- Ingestibles
- Fitbit
- Pebble
- Owlet
- Dexcom continuous glucose monitor
- Proteus

Mobile Health Apps
- Weight/diet trackers
- Exercise apps
- Health & behavior
- Chronic condition mgmt
- Diet Assist
- Nike Training Club
- SmokeFree
- Glooko

Telemedicine
- Virtual medical diagnosis
- Remote clinical care
- Crowdsourcing medicine

Dr On Demand
- Teleadoc
- E-Telmed
- 1stcallmd
- CrowdMed

Non-Wearable Sensors & Devices
- Withings smart body analyzer
- Glowcap
- Withings wireless blood pressure monitor

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6 Patient Barriers to Adherence

Evaluating Patient Support Needs

1) **Knowledge**: I thought only older people got Diabetes. My Aunt has High Sugar is that the same thing as Type II Diabetes?

2) **Coverage**: What will my insurance cover and how much will I have to pay?

3) **Disease**: I feel fine! I can't have Diabetes. I just drink a lot of water.

4) **Cost**: I can't afford to pay for my medicine.

5) **Side Effects**: My doctor wants me to take this new drug but I heard from my neighbor that it can hurt my liver.

6) **Social Support**: My husband told me I was silly to listen to that nurse. He’s not going to help remind me about testing my blood and I'm uncomfortable testing my blood by myself.
Shaping the Patient Journey
Representative Support & Adherence Program Outline

Capture & Analyze Patient Interaction Data at Every Touch Point

1. Welcome
   - Outbound welcome call to patient
   - Follow-up welcome e-mail
   - Inbound call support
   - HCP notification of Patient participation

2. Patient Barriers to Adherence Assessment
   - Outbound call to determine barriers to adherence
   - On-demand e-learning module online
   - Inbound call support

3. Handling possible Side Effects
   - On-demand e-learning module online
   - Outbound Call & Follow-up e-mail with additional materials
   - Inbound call support

4. Healthy Eating & Physical Activity
   - Introduction to online community – moderated interactions
   - Click to chat with live counselors during pre-scheduled times
   - Inbound call support

5. Preparing for Next Treatment
   - Patient registers for live virtual session
   - Follow-up e-mails with calendar invite and reminders
   - Inbound call support

Legend:
- Patient
- HCP
- Online Resources
- Online Community
- 1:1 Outbound
- Email
- 1:1 or 1:Many Video
- Live Chat
- 1:1 Inbound
Enable Transition of Patient to Full Self-Efficacy

- On-Going Access to Core Resources & Materials
  - Review and/or share

- Program “alumni” online community
  - Blogs, community discussions and support, reinforcement of knowledge, etc.

- Monthly e-mail newsletter
  - Core highlights, updated resource listings, etc.

Capture & Analyze Patient Interaction Data at Every Touch Point

6. Managing Stress & Program Transition

- On-demand e-learning module online
- Outbound congratulations call to patient
- Follow-up e-mail with additional materials
- Inbound call support
- HCP notification of Patient completion of sessions
CaseTrack360: Patient Support and Adherence

**Patient Empowerment Process**

- **Knowledge**
- **Disease**
- **Coverage**
- **Cost**
- **Social Support**

**Barriers to Adherence**

- Motivational Interviews
- Disease Management
- Patient Counseling
- Health Coaching

**Multi-Channel Communications**

**Individualized Messaging**

**Aggregate Reporting Analytics/Insights**

**Efficacy of Program, Modifications**

- Survey Patients
- Program Completion
- Caregiver/HCP Feedback
- Case Manager Efficacy

**Adherent Patient**

- Engaged in Program, Empowered through Knowledge & Supported in Care
- Improved Patient Health
PROGRAM INSIGHT MEASUREMENT MODEL

Data Capture

KPI/Operational Metrics
HCP Staff Assessments
Support Resource Assessments

Messaging Assessments

Program Participation (Controlled/Un-Controlled)
Integrated Technology Platform

**Patient 360° View**

- **3rd Party Data Providers**
- **Client Databases (Customer/Product Master etc.)**

**Receive Inputs ➔ Outbound Interactions**
- Multi-channel Requests / Interactions
- Email, Portals, Social Media, Phone, API Web Services

**Route, Process, Track & Analyze Interactions ➔ Execute Outbound Interactions**
- Webservices
- Campaign Management
- Product & Customer Management
- Workflow Management
- Virtual Detailing
- Patient Engagement
- Case Management
- IVR
- Administrator

**Execute Outbound Interactions ➔ Output, Fulfillment, etc.**
- In-house or 3rd Party Providers
- Message Delivery, Report & Data Delivery
- Nebservices

**GxP Validation / Support / Training**
Unified Systems Application
Platform Technical Considerations

GLOBALIZATION
Multi-lingual readiness through configuration, scalability

INTEGRATION
Leverage out of the box CRM / BPM capabilities. Connect into customer databases & 3rd party services.

CUSTOMER LIFECYCLE INNOVATION
Customer workflows throughout the product lifecycle – clinical trials safety support, promotional programs, access and reimbursement, medical information, post-marketing safety

REGULATORY
Global, regional, local regulation, business rules, flexibility, audit trails

SPEED TO MARKET
Reduce start up costs and implementation timelines, foster reuse
Client Application Approach….

- Seamless application and user experience to service broad customer service needs.
- Multi-tenant / multi-client architecture to support outsourcing model
- Specialization for healthcare lines of business
- Core CRM capabilities leveraged across
- Client configuration / integration - slim top layer
Excellence in Patient Support & Adherence Programs

The C3iHC Support and Adherence Difference…

- Knowledge & Experience
  - 100+ Support & Adherence Programs in last 5 years
  - 14 Specific Biologic Programs serving 40% of top 10 biologic brands

- CaseTrack360
  - Pega based, Patient Engagement platform drives multi-channel conversations and tracks messaging

- Preference Driven, Adaptive Messaging Model
  - Multi-Channel conversations including dynamic phone scripting, email, video, chat, text & social.
  - Incorporates Patient & HCP preferred communication medium and provides on-going analysis of messaging efficacy

- Program Strategy Consultation
  - Program strategy creation, tactical analysis, reviews and recommendations throughout whole program
Global Multi-channel Engagement Solutions

*Designed to Improve Health Outcomes and Reduce Costs*

**Commercial Services**
- Patient Support and Adherence
  - Patient Information and Education
  - Access and Reimbursement
  - Coaching, Counseling and Disease Management

**Digital Services**
- Digital Health
  - Remote Patient Monitoring
  - Technical Support and Enablement

**Medical Services**
- Medical Information
  - Medical Inquiries Contact Center
  - Product Information / Complaints
  - On / Off Label Inquiry Management

**Enterprise Services**
- Information Technology
  - Desk Side Support
  - Help Desk Support
  - End User Training
  - Remote Hardware Depot and Kitting

**Sales and Marketing**
- Virtual Tele and Video Detailing
- Inside Sales
- Sales/Marketing Application Support

**Social Media**
- Monitoring and Engagement
- Analysis and Reporting

**Product Safety**
- Adverse Event Intake
- Pharmacovigilance Case Processing
- Signal Detection, Reporting and Analysis
- Safety Systems Managed Services and Hosting

**Clinical Technology**
- eClinical Application Support
- Central Monitoring and Site Management
- Clinical Trial Process Management
“When there is more to do than just get a script written…That’s when you choose C3i Healthcare Connections’ Patient Support & Adherence Solution.”

- Global Biologic Experience & Operations Executive
THANK YOU

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