

EBOOK

Patient Support Services: Revolutionizing Access and Empowering Patients in Complex Care



ABOUT AUTHORS



Eric Brandon

Director, Patient Services & Call Center Operations
ProPharma Group

Biopharmaceutical Leader with specialization in Patient Access and Reimbursement strategy and marketing including Patient Hub Support development and management for Specialty, Rare, Orphan, and Oncology products.

Expertise includes a diverse background in strategy development, access marketing, brand marketing, sales, and sales management. With over 12 years of experience in Patient Services, Eric centers solutions around patients, addressing challenges in complex therapies, and innovating affordable solutions for clients to support patients' through their therapy journeys.



Pratik Chakraborty

Associate Director, Salesforce Practice
Apexon

Pratik is a seasoned Salesforce Solution Architect with extensive experience in IT solution consulting and delivery. He is currently one of the leaders of the Salesforce Practice at Apexon, where he leverages his deep industry knowledge in Healthcare & Life Sciences to advise clients on technology transformation initiatives. Pratik's expertise lies in guiding clients towards achieving operational performance improvements, process reengineering, and automation through strategic implementation of Salesforce solutions.

Pratik brings a well-rounded techno-functional skillset to the table, encompassing both the Salesforce Industry Clouds and core solutions like Service, Sales, and Marketing Cloud. Pratik is also highly credentialed with multiple Accreditations and Certifications in the Salesforce ecosystem.

TABLE OF CONTENTS

PATIENT SUPPORT SERVICES: REVOLUTIONIZING ACCESS AND EMPOWERING PATIENTS IN COMPLEX CARE

CHAPTER 1 The Challenges of Complex Therapies and the Rise of Patient Support Services

CHAPTER 2 Empowering Patients through Patient Support Services

CHAPTER 3 The Future of Complex Therapies: Role of Patient Support Services

THE CHALLENGES OF COMPLEX THERAPIES AND THE RISE OF PATIENT SUPPORT SERVICES

The realm of life sciences is undergoing a profound transformation, marked by the advent of targeted therapies tailored for complex conditions. These innovations offer promising avenues for patients grappling with rare, complex, and oncological diseases.

However, a crucial challenge looms large – ensuring efficient and equitable access for those who need these therapies the most. In response to this challenge, Patient Support Services (PSS) have continued to emerge, even more, as indispensable channels between life sciences manufacturers and patients embarking on the complex journey of managing their conditions.

WHAT ARE PATIENT SUPPORT SERVICES AND WHY ARE THEY NEEDED?

Patient Support Services (PSS) denote specialized entities within the healthcare infrastructure designed to provide comprehensive support services to patients undergoing treatment for complex, rare, and oncological conditions. These services also serve as centralized platforms facilitating seamless coordination between patients, healthcare providers, the patient's insurance provider, specialty pharmacies, and pharmaceutical manufacturers.

PSSs offer a wide array of assistance, including navigating insurance complexities, coordinating treatment logistics, facilitating access to financial assistance programs, delivering in-home care, and providing emotional support. Personalized treatment plans tailored to individual genotypes

and phenotypes offer hope, promising outcomes that surpass those achievable with broad-spectrum medications.

However, developing targeted therapies for rare diseases requires navigating a challenging landscape – manufacturers spend billions of dollars in research & development, clinical trials, and commercialization over multiple years – for a very limited number of patient population worldwide. Accessibility involves greater hurdles, with efforts needed to offer equitable enrollment pathways, manage high costs of care, limited insurance coverage, and to educate both patients and healthcare providers on this rapidly evolving field to achieve the intended clinical outcome.

CHALLENGES FACED BY PATIENTS

01

INFORMATION OVERLOAD

The influx of medical information following a diagnosis can overwhelm patients, intensifying feelings of confusion, anxiety, and uncertainty. Effective patient education strategies are essential for empowering individuals to make informed decisions about their care.

02

FINANCIAL HURDLES

The extravagant costs associated with specialized treatments, coupled with insurance complexities, and limited financial resources, pose significant barriers to access. Patients may struggle to afford co-pays, deductibles, and out-of-pocket expenses, necessitating assistance in navigating financial aid programs and accessing affordable treatment options.

03

LOGISTIC COMPLEXITIES

Coordinating appointments, managing medication schedules, and arranging transportation for medical visits can be challenging for patients grappling with complex treatment regimens.

CHALLENGES FACED BY PHYSICIANS

Specialists in rare diseases encounter a unique set of challenges in connecting patients with targeted therapies:

DIAGNOSTIC BARRIERS

Delays in diagnosis and limited access to specialized diagnostic tests hinder timely access to appropriate therapies. Enhancing diagnostic capabilities, expanding access to genetic testing, and promoting early screening initiatives are critical for improving patient outcomes and facilitating timely interventions.

LOGISTIC AND FINANCIAL HURDLES

High treatment costs, complex reimbursement processes, and administrative burdens pose significant challenges for patients and healthcare providers alike. Streamlining administrative procedures, advocating for insurance coverage expansion, and fostering partnerships with patient advocacy organizations can help alleviate logistical and financial barriers to treatment access.

INFORMATION ACCESS

Fragmentation of medical data, lack of centralized registries, and language barriers complicate information-sharing and collaboration among healthcare providers.

COMMUNICATION AND SUPPORT

Inadequate communication between healthcare providers, patients, and support services can impede care coordination and hinder patient engagement. Implementing multidisciplinary care teams, facilitating peer-to-peer support networks, and leveraging digital health platforms can enhance communication and support patients throughout their treatment journey.



CHALLENGES FACED BY ALL STAKEHOLDERS

Offering personalized patient support programs adds yet another layer of complexity to the commercialization process. Complex therapies, such as Enzyme Replacement Therapies (ERT) for Gaucher disease, Gene Therapies for Spinal Muscular Atrophy, or Small Molecule Inhibitors for Cystic Fibrosis, present a unique set of challenges for all stakeholders:



LIMITED RESOURCES

Developing and implementing personalized patient support programs entails substantial financial investment due to the need for advanced technology solutions, specialized personnel, and content creation.



SCALABILITY AND SUSTAINABILITY

Ensuring the scalability and sustainability of patient support programs presents a significant challenge for healthcare organizations. As patient populations grow and treatment options expand, there is a pressing need to scale support services to accommodate increasing demand without compromising quality.



TAILORING SUPPORT

Effectively addressing individual patients' unique needs and preferences necessitates flexibility and adaptability in program design. One-size-fits-all approaches are inadequate in complex therapies, where patients exhibit diverse clinical profiles, treatment responses, and psychosocial dynamics. The services and support patients receive need to be tailored to their specific needs of the patient, their caregiver, and their expanded support network and care team.




THE ROLE OF PATIENT SUPPORT SERVICES

By serving as intermediaries between manufacturers, healthcare providers, insurance providers, specialty pharmacies, and patients, these services offer comprehensive support services tailored to individual needs. From navigating insurance complexities to providing emotional support, Patient Support Services address multifaceted challenges, ensuring that patients receive the care and assistance they require throughout their treatment journey.

PATIENT SUPPORT SERVICES EMPOWER PATIENTS BY

-  Providing education and disease awareness.
-  Simplifying access to financial assistance.
-  Offering logistical support with appointments and medication management.
-  Delivering in-home/virtual device training or nursing support.
-  Facilitating connections with patient communities for emotional and social support.
-  Concierge services providing travel, lodging and meal support for patients.

FOR PHYSICIANS, PATIENT SUPPORT SERVICES CAN BE A VALUABLE RESOURCE BY

-  Simplifying the referral and enrollment process for patients
-  Delivering educational materials, patient support items, and demonstration devices
-  Providing ongoing support for treatment adherence and monitoring

The emergence of Patient Support Services (PSS) marks a significant step forward in ensuring equitable access to complex therapies and optimizing patient outcomes. Looking ahead, the potential for PSS to leverage technological advancements is immense.

Imagine a future in which PSS uses artificial intelligence to tailor treatment programs further, harnessing real-time data to improve drug adherence and detect potential adverse effects. The potential of PSS stems from their ability to revolutionize the healthcare environment for complicated illnesses. However, this transition demands a collaborative effort. Increased knowledge among patients and healthcare professionals about these available services is critical, and policymakers can play a vital role by advocating for policies that incentivize developing and implementing effective patient support programs.

EMPOWERING PATIENTS THROUGH PATIENT SUPPORT SERVICES

Living with a rare or complex disease poses innumerable challenges for patients, from navigating treatment options, understanding their insurance coverage, and managing the financial burden of therapies. Not only are they grappling with a condition few understand, but complex treatment regimens add another layer of difficulty and disruption into the patient's life. In such scenarios, patient-centric solutions are not just desirable but imperative. Patient Support Services (PSS) stand out as powerful allies in this journey.

Patient Support Services play an important role as vital resources that help empower patients to take charge of their treatment journey. These services are designed to offer comprehensive support, ranging from educational resources to emotional support networks, all aimed at enhancing the patient's and/or caregiver's experience and fostering a sense of community that understands the condition.

Let's explore how patient support services serve as transformative forces, empowering patients and improving outcomes for those navigating the complexities of rare and complex diseases.

PATIENT SUPPORT SERVICES: A CENTRALIZED SOURCE OF STRENGTH

Imagine a one-stop shop dedicated to empowering patients with rare and complex diseases. That's the essence of a patient support service. It provides a centralized platform with a dedicated team of non-clinical and clinical specialists to address the specific challenges faced by these patients based on their treatment journey. Here's how Patient Support Services make a difference:

ADDRESSING ACCESS AND REIMBURSEMENT CHALLENGES

01

CENTRALIZED INFORMATION

Patient support services serve as centralized platforms where patients can benefit from one resource to receive support in understanding and managing coverage for their therapy, exploring financial assistance they might be eligible for, and obtaining accurate information about their condition and prescribed therapy. This consolidation of information streamlines the decision-making process for patients and helps alleviate uncertainties regarding treatment pathways.

02

DEDICATED PATIENT ACCESS COORDINATORS

These reimbursement specialists within patient support services offer dedicated one-on-one support throughout the patient's treatment journey. From understanding insurance benefits to navigating financial assistance programs, these coordinators ensure that patients receive personalized assistance tailored to their specific needs.

03

GUIDANCE TO MINIMIZE PRESCRIPTION ABANDONMENTS

The role of this personalized and dedicated support is not only limited to connecting patients with all available financial assistance; it enables higher rates of medication adherence by reducing prescription abandonments. It has been observed that rates of prescription abandonment are less than **5%** when the prescription carries no out-of-pocket expense but jumps to **45%-60%** when cost rises to the range of **\$125-\$500** for a patient. Just imagine how high these levels can get for much higher cost, complex and rare therapies.

PERSONALIZED CARE AND TAILORED SUPPORT



INDIVIDUALIZED COMMUNICATION

Patient support services can proactively engage with patients and their caregivers at the right time, leveraging the channel of their choice. Whether through texts, emails, or phone calls, effective outreach ensures timely interventions, support, and information dissemination, promoting patient engagement and greater adherence to treatment plans.



WELLNESS ASSESSMENT AND FEEDBACK

Patient support services can incorporate wellness check surveys to gather patient feedback and identify therapeutic challenges promptly. This feedback loop facilitates continuous improvement of services, ensures that patient experience remain at the forefront of program development, and can help early detection of adverse reactions, and identify patients may be at higher risk for noncompliance.



TREATMENT MANAGEMENT TOOLS

Patient support services empower patients to take control of their health journey by offering the right tools and resources. It helps both patients and their dedicated care team to manage medication schedules, report and track adverse effects, and drive adherence to treatment plans. Periodic wellness checks over calls or texts, can have a great impact on patient adherence by ensuring the patient still has the same coverage, help mitigate barriers to access all the necessary clinical and non-clinical resources, including ensuring a valid prescription is in place to continue refills. Studies have shown adherence to a timely medication refill was improved by **33%** for patients receiving phone calls with personalized reminders.

01

PATIENT ADVOCACY

PSS empowers patients to become active participants in their healthcare journey by providing them with the knowledge, resources, and confidence to advocate for themselves. Making connections to charitable organizations in the patient’s local area and nationally can provide them with the support they need to navigate their treatment journey.

02

MITIGATING LANGUAGE BARRIERS

Recognizing the diverse linguistic needs of patient populations, PSS prioritizes inclusivity by offering resources and support in multiple languages. By providing information, educational materials, and support services in languages spoken by patients, PSS ensures that individuals from diverse cultural backgrounds can access critical information and participate fully in their care.

03

PEER-TO-PEER SUPPORT

Patients with rare diseases often experience feelings of isolation due to the rarity of their condition. Connecting patients with others facing similar challenges fosters knowledge sharing, emotional support, and a sense of community. Peer support networks provided by PSS combat this isolation by creating opportunities for patients to connect, share their experiences, and build supportive relationships with others who understand their journey.

OVERALL IMPACT: BEYOND EMPOWERING PATIENTS

Patient support services aren't just about transforming the patient's experience – they hold immense value for preclinical and life sciences companies developing treatments for rare diseases. Here's how PSS create a win-win situation for both patients and manufacturers:

EARLY INSIGHTS AND COLLABORATION

- 

DEEPER UNDERSTANDING OF PATIENT NEEDS
 PSS provides a direct line to patients, allowing manufacturers to gather real-world insights into their experiences, challenges, and treatment preferences. This translates to therapies better aligned with patient realities.
- 

IDENTIFY CHANGING TRENDS IN COVERAGE
 As patient support services guide patients navigate through this often-complicated landscape of health insurance in the United States. They can gather information about issues with insurance coverage experiences like denials, prior authorizations, coverage limitations, and changes in formulary coverage that may affect re-enrollment in a plan. By collecting this data, they can identify patterns and trends in how different insurance companies are covering complex and targeted therapies. By understanding the specific challenges patients face with insurance coverage, manufacturers can develop more targeted strategies to improve access to their therapies. This can include working with insurers to develop better coverage policies or providing financial assistance programs to help patients afford their medications.
- 

DELIVERING DATA ON SPECIALTY PHARMACY PERFORMANCE
 Patient support services (PSS) act as a bridge between rare, complex, and oncology disease therapy manufacturers and specialty pharmacies, providing valuable insights into pharmacy performance through data analysis. PSS helps manufacturers identify which pharmacies excel and which need improvement by tracking data on Key Performance Indicators (KPIs):

Time to Therapy Initiation: Indicates how efficiently the specialty pharmacy fills prescriptions and gets medication to patients. Delays can lead to issues with processes or communication.

Medication Adherence: PSS programs can monitor refills and medication reminders to understand if patients are sticking to their treatment plan. Deviations might suggest the pharmacy isn't providing adequate support or education or it may require the manufacturer to contract with some SPs to provide additional interventions, like Rescue Calls.

Patient Satisfaction: Gathering patient feedback through surveys and wellness assessments can reveal issues with the pharmacy's communication, education materials, or overall experience.

These insights allow manufacturers to optimize patient support programs and forge stronger partnerships with pharmacies, ultimately leading to better patient access and outcomes.

01

ACCURATE INFORMATION

PSS become a centralized service for patients to access up-to-date information about their disease, treatment options, and the manufacturer's therapy. Patients can benefit from a **15%** improvement in medication adherence through such channels.

02

IMPROVED PATIENT EDUCATION

Educational resources and support tools empower patients to understand their condition and treatment better, leading to improved adherence and potentially better outcomes.

03

ENHANCED COMMUNICATION WITH HEALTHCARE PROVIDERS

PSS provide a platform for healthcare professionals to access information and resources about the therapy, fostering collaboration and better patient care.



BUILDING TRUST AND MARKET ACCESS



POSITIVE BRAND PERCEPTION

Patient-centric engagement fosters trust and a positive brand image for the company, which is crucial in the rare disease space. This personalized approach contributes to achieving desired clinical outcomes and building trust in new therapies, potentially resulting in a **5-10%** increase in ROI for life science companies. This trust can lead to:

- Increased patient willingness to participate in future innovations
- Stronger relationships with patient advocacy groups



IMPROVED PATIENT OUTCOMES AND ADVOCACY

By supporting patient well-being, companies contribute to improved outcomes, potentially leading to patient advocacy and brand support.



MARKET ACCESS AND REIMBURSEMENT SUPPORT

Patient support services provide end-to-end support for patients, ensuring access to therapies by securing appropriate insurance coverage. This includes benefit verification, prior authorization assistance, appeals guidance, and even connecting patients to alternative funding sources when needed.

THE FUTURE OF COMPLEX THERAPIES: ROLE OF PATIENT SUPPORT SERVICES

Being diagnosed with a rare disease, orphan or oncological condition can be overwhelming for patients and their families. Patients are confused about how this will impact their and their family's lives, whether they can handle their treatment or therapy, and how will they pay for it?

Did you know that **72%** of patients with rare diseases struggle to find vital information about their conditions? Or that **57%** of those battling chronic illnesses find navigating the healthcare system overwhelming? In a world where patients face such daunting challenges, the evolution of Patient Support Services (PSS) to become patient-centric offers a ray of hope.

Fueled by innovation and a commitment to patient-centricity, PSS are delivering more tailored services to patients with complex care needs. Patients, caregivers, and family members can now receive support in areas well beyond access and reimbursement support. As life science companies continue to push boundaries, the convergence of technology, patient-centricity, and collaboration is paving the way for a more personalized and proactive approach to patient support.

This innovative approach is the beginning of an evolution in patient care, offering advancements in:

ARTIFICIAL INTELLIGENCE (AI) AND MACHINE LEARNING (ML)

01

PERSONALIZED & PROACTIVE SUPPORT

Leveraging AI and ML, PSS can analyze vast patient data and preferences to offer tailored recommendations and proactive interventions. This level of personalized support ensures that each patient receives individualized support tailored to their unique needs, ultimately improving adherence which can lead to better treatment outcomes.

03

PREDICTIVE ANALYTICS

By harnessing the power of predictive analytics, PSS can anticipate potential challenges in a patient's treatment journey and offer proactive solutions. By identifying barriers to care before they arise, PSS can mitigate risks and improve patient outcomes, leading to more effective and efficient healthcare delivery. Using validated methodologies, analyzing patient data and other inputs can help identify patients that are more likely to be non-adherent to their therapy and prompt the utilization of additional adherence interventions.

02

SELF-SERVICE CHATBOTS POWERED BY AI

Conversational AI enables PSP to provide round-the-clock patient support, addressing basic queries and freeing up human resources for more complex interactions. This seamless integration of AI-driven chatbots enhances accessibility to support services, ensuring that patients have access to assistance whenever they need it.

04

MITIGATE SOCIAL DETERMINANTS OF HEALTH (SDOH) WITH HARMONIZED DATA

The Centers for Disease Control and Prevention (CDC) and the American Heart Association have identified the need to address SDOH in both public health and in health care delivery efforts to close these gaps between population groups. Furthermore, practicing clinicians have called for the integration of SDOH, big data, and AI technology to address disparities, specifically calling for an integration that must reach beyond the health care system and into the community and patients' homes.

Home care support offered by Patient Support Services (PSS) plays a vital role in enhancing a patient's experience and overall health outcomes. It is a valuable component of comprehensive healthcare - empowers patients, improves health outcomes, and allows them to maintain a higher quality of life in the comfort of their own homes.



Improved Adherence and Management: PSS can provide nurses or aides who can visit patients at home, or connect through video calls, ensuring they receive medications and treatments correctly. This boosts adherence to treatment plans, leading to better disease control and fewer complications.



Enhanced Education and Empowerment: Home care support through PSS often includes educational resources and coaching. This empowers patients to understand their condition, treatment options, and how to manage their health proactively.



Increased Independence and Comfort: Recovering or managing a chronic illness at home fosters a sense of normalcy and control. Home care support enables patients and their caregivers with instructional training on how to enable themselves with drug administration and device utilizations - allowing them to stay independent in their familiar surroundings.



Reduced Hospitalizations and Costs: By promoting better adherence, self-management, and timely interventions, home care support can help prevent complications that might otherwise require hospitalization. This translates to better health outcomes and potentially lower healthcare costs.



Improved Quality of Life: Perhaps the most significant benefit is the positive impact on a patient's quality of life. Being cared for in the comfort of their own home reduces stress and anxiety, promoting a more positive outlook and overall well-being.



01

SEAMLESS PATIENT EXPERIENCE

PSS integrate with existing healthcare systems, including patient self-service portals, electronic health records (EHRs), insurance platforms, and Specialty Pharmacies, to provide a seamless and comprehensive experience for patients. This integration streamlines administrative processes, minimizes barriers to care, and ensures that patients can access the support they need without unnecessary delays or complications.

02

DATA EXCHANGE AND COLLABORATION

By adopting interoperability standards and enabling secure data exchange with healthcare providers and researchers, PSS facilitates collaborative care management and accelerates progress in treatment development. This collaborative approach ensures that patients receive the most effective and up-to-date treatments, while also contributing to advancements in medical research and innovation.

REGULATORY COMPLIANCE AND SECURE DATA MANAGEMENT

PSS programs act as an extension of the manufacturer's compliance and data security efforts. By ensuring accurate data collection, patient education, and secure data handling, PSS programs help complex therapy manufacturers navigate the regulatory landscape and minimize data security risks.



ADVERSE EVENT MONITORING

PSS empowers patients and providers to report any adverse events accurately, which helps manufacturers fulfill their reporting obligations to regulatory agencies.



DATA PRIVACY COMPLIANCE

PSS programs must be designed to adhere to strict data privacy regulations like HIPAA (US) and GDPR (EU). PSS programs should only collect the data necessary to support patient care and program operation. This minimizes the risk of data breaches and simplifies data management compliance, and ensures data is securely stored and ethically used.



DATA SECURITY MEASURES

PSS providers should implement robust data security measures like encryption, access controls, and audit trail mechanisms to protect sensitive patient data from unauthorized access or breaches.

By prioritizing regulatory compliance and data security, PSS empowers patients with greater control over their personal information, ultimately enhancing transparency and accountability within the healthcare system.

EQUITY AND INCLUSIVITY

Addressing potential biases and ensuring equitable access to patient support resources for diverse patient populations is paramount for long-term sustainability and widespread impact. By prioritizing equity and inclusivity, Patient Support Services (PSS) must ensure that all patients, regardless of their background or circumstances, have access to the support and resources they need to manage their conditions effectively.

PSS can bridge the gap in equity and inclusion for patients with complex therapies through these key approaches:



OVERCOMING ACCESS BARRIERS

PSS programs can remove hurdles by offering multilingual support materials, culturally sensitive education, and flexible scheduling/transportation options, ensuring everyone receives the necessary guidance regardless of background or resources.



PROMOTING PATIENT EMPOWERMENT

Tailoring support plans to individual needs (considering literacy, technology access, preferred communication) and ensuring diverse representation among PSS staff (educators, advocates) fosters trust and empowers patients to manage their therapies effectively.



ACCESSIBILITY TOOLS

Providing PSS materials in various formats (audio, large print, closed captions) ensures patients with disabilities can access critical information and actively participate in their healthcare journey.

Patient Support Services (PSS) are not just about patient well-being; they are a strategic investment for manufacturers. By streamlining operations, reducing hospitalizations, mitigating risks, and negotiating favorable reimbursement, PSS can deliver substantial cost savings for complex therapy manufacturers, making these advanced treatments more accessible and sustainable for the healthcare system.



INCREASED PATIENT ACCESS

Integrating Tele Health tools within patient support services enables patients to connect with healthcare professionals remotely, overcoming geographical barriers and expanding access to care. This increased accessibility ensures that patients, especially those in remote or underserved areas, can receive the support and guidance they need to manage their conditions effectively such as injection device training or demonstration of Digital Therapies. In a study on patients with Solid Tumor Malignancies, it was observed that PSS enables patients with access to therapy at no cost in **89.4%** of cases where patients sought financial support, payer reimbursement was obtained in **63.2%** of reimbursement appeals, and **93.3%** of commercially-insured patients who required assistance with co-payments and met financial criteria received a mean of **\$597** in co-payment support.



IMPROVED MEDICATION ADHERENCE

Typically, adherence rates of **80%** or more are needed for optimal therapeutic efficacy. However, it is estimated that adherence to chronic medications is around **50%**. Studies have shown that manufacturer sponsored omnichannel patient support services can significantly improve health outcomes. As many as **64.1%** of patients reported at least one significantly positive clinical outcome. The most frequent clinical outcome impacted was adherence, where **66%** reported a positive outcome. In addition, **64%** reported positive humanistic outcomes (e.g., quality of life, functional status). This is even more crucial for complex therapies, where consistent use is essential for optimal results. Better adherence leads to better treatment outcomes, reducing the need for additional healthcare interventions and hospitalizations. This translates to lower costs for both patients and payers, ultimately contributing to a higher ROI for the life science company.



STREAMLINED OPERATIONS AND COST SAVINGS

Complex therapies often come with a hefty price tag, putting a strain on both patients and healthcare systems. However, patient support services (PSS) can be a game-changer, offering significant cost savings for manufacturers of these advanced treatments.

Here's how PSS programs translate into a financially sound strategy:

- **Leaner Operations:** PSS handles patient tasks like reimbursements and education, freeing up manufacturer staff for core functions.
- **Reduced Risk:** Proper training through PSS minimizes adverse events and potential lawsuits, saving manufacturers a fortune.
- **Data-Driven Savings:** PSS data pinpoints areas to optimize the program itself, leading to even lower costs.
- **Favorable Reimbursement:** Data showing improved patient outcomes helps negotiate better rates with payers, offsetting high therapy costs.

A FUTURE FOCUSED ON GROWTH

The future of complex therapies is undoubtedly patient-centered. PSHs empower patients, co-navigate challenges, and generate invaluable data – a win-win for both patients and life science companies. The total addressable market for patient support services is projected to reach a staggering USD **16.8** billion by 2028. Life sciences organizations are already investing USD **14** billion annually in patient support services and the growth of this market segment is outpacing the overall growth of the healthcare sector. Artificial intelligence adoption within PSHs is also poised for a **30%** annual increase over the next five years.

As the industry embraces this patient-centric approach, groundbreaking therapies can reach the patients who need them most, paving the way for a healthier future for all.

CHOOSE THE RIGHT PARTNER

It's crucial to choose a patient support services partner with expertise in rare and complex diseases. Collaboration with the manufacturer, patient advocacy groups, and other stakeholders are the key for a successful patient support program. By leveraging PSSs strategically, preclinical and life sciences companies can:



Develop more targeted therapies



Enhance the patient experience



Ultimately, improve the lives of those living with rare and complex diseases

READY TO MAKE A DIFFERENCE?

Patient Support Services (PSS) are revolutionizing the landscape of rare disease treatment. But building a successful PSS requires expertise and a strategic approach.

This is where **Apexon** and **ProPharma** join forces to empower you to make a lasting impact.

ProPharma, a leading provider of patient support services, brings unparalleled experience to the table. With a team exceeding **2,500** healthcare professionals and a proven track record serving over **1,000** clients across the biotech, pharma, medical device, and diagnostics sectors, ProPharma possesses the in-depth knowledge to design and implement a patient support services program that delivers exceptional patient care and significant ROI.

Flawless implementation is equally important. This is where Apexon's expertise shines. As a customer experience and digital transformation consulting partner, particularly in Salesforce and cloud infrastructure, Apexon ensures a smooth and efficient deployment of your Patient Support Services program.



Together, we offer a comprehensive solution:



APEXON'S SALESFORCE EXPERTISE

Streamlined and efficient cloud implementation for your PSS program, leveraging the power of Salesforce Health Cloud with omnichannel engagement solutions.



PROPHARMA'S PATIENT-CENTRIC DESIGN

Tailored PSS programs that prioritize exceptional patient care and empower individuals with rare diseases.

Partner with Apexon and ProPharma, and let's make a significant difference in the lives of those battling rare diseases.

ABOUT APEXON

Apexon is a digital-first technology services firm specializing in accelerating business transformation and delivering human-centric digital experiences. For over two decades, the company has been meeting clients wherever they are in the digital lifecycle and helping them outperform their competition through speed and innovation. Its reputation is built on a comprehensive suite of engineering services, a dedication to solving clients' toughest technology problems, and a commitment to continuous improvement.

The company focuses on three broad solution areas of digital services: **Digital Experience**, **Data Services**, and **Digital Engineering** and has deep expertise in **BFSI**, **Healthcare**, and **Life Sciences**. Apexon is backed by Goldman Sachs Asset Management and Everstone Capital.



Pratik Chakraborty
pratik.chakraborty@apexon.com



Shawn McCormick
shawn.mccormick@apexon.com



Mahesh Naphade
mahesh.naphade@apexon.com

WWW.APEXON.COM

ABOUT PROPHARMA

For the past 20 years, ProPharma has improved the health and wellness of patients by providing advice and expertise that empowers biotech, med device, and pharmaceutical organizations of all sizes to confidently advance scientific breakthroughs and introduce new therapies.

As the world's largest RCO (Research Consulting Organization), ProPharma partners with its clients through an advise-build-operate model across the complete product lifecycle. With deep domain expertise in regulatory sciences, clinical research solutions, quality & compliance, pharmacovigilance, medical information, and R&D technology, ProPharma offers an end-to-end suite of fully customizable consulting solutions that de-risk and accelerate our partners' most high-profile drug and device programs.



Eric Brandon
eric.brandon@propharmagroup.com

WWW.PROPHARMAGROUP.COM