



# IQVIA Patient Engagement and Support

*Personalized services for improved health outcomes*

## Patient challenges are varied and complex — the industry needs to respond

Less than 50% of patients stay on treatment beyond the first year, resulting in a staggering loss of ~37% of potential Pharma revenue annually due to medication non-adherence.<sup>1-4</sup>

To ensure patients start and stay on therapy, pharmaceutical companies should prioritize investment in effective patient engagement and support programs. This includes ensuring timely patient identification and activation, overcoming barriers to treatment access and affordability, and tackling adherence challenges, ultimately leading to enhanced patient experiences and improved health outcomes.

## Patient challenges are varied and complex — the industry needs to respond



### Time spent receiving a diagnosis

- Patients living with rare diseases visit an average of 7.3 physicians before receiving an accurate diagnosis<sup>5</sup>
- 4.8 years from symptom onset to accurate diagnosis in rare diseases and ~12 months in chronic disease<sup>6</sup>



### High out-of-pocket expenses

- Nearly 50% of patients paid for complementary tests and rehabilitation services<sup>7</sup>
- 9.5%–42.8% only have access to innovative products<sup>7</sup>



### Medication adherence varies widely by disease state

- 26% to 63% of patients do not adhere to the treatment regimen<sup>1</sup>
- Resulting in \$100 billion annually in preventable healthcare costs in the US alone (>\$1.5bn in EU)<sup>8</sup>

# Enhance your patient engagement and support with IQVIA's extensive suite of global offerings

We foster personalized engagement and provide comprehensive patient support throughout the healthcare journey.



## AWARENESS, ACTIVATION, AND SCREENING

- Disease awareness & education campaigns
- Pathway design
- Patient identification
- Patient reviews
- Referral navigation
- Screening & diagnostic services



## PATIENT ACCESS AND REIMBURSEMENT

- Benefits verification
- Prior authorization
- Reimbursement claims support



## AFFORDABILITY AND FINANCIAL ASSISTANCE

- Co-pay solutions
- Crowd funding
- Deferred payment
- Financial assistance navigation
- Financial testing support
- Free goods programs
- Payment facilitation
- Refund/ Subsidy
- Vouchers



## TREATMENT SUPPORT AND ADHERENCE

- Adherence & persistence support
- Allied care services
- Behavior change support
- Care coordination
- Clinical care
- Education & training
- Logistic support
- Patient monitoring
- Population health management
- Risk assessment & management

### ENABLED BY



Unparalleled data and insights



Behavioral science



Cutting-edge technology

### DELIVERED VIA



Global Contact Centers (GCC)



Global HCP Network



Hub services & Non-commercial dispensing pharmacy (US)

### SUSTAINED THROUGH



Meaningful metrics & KPIs

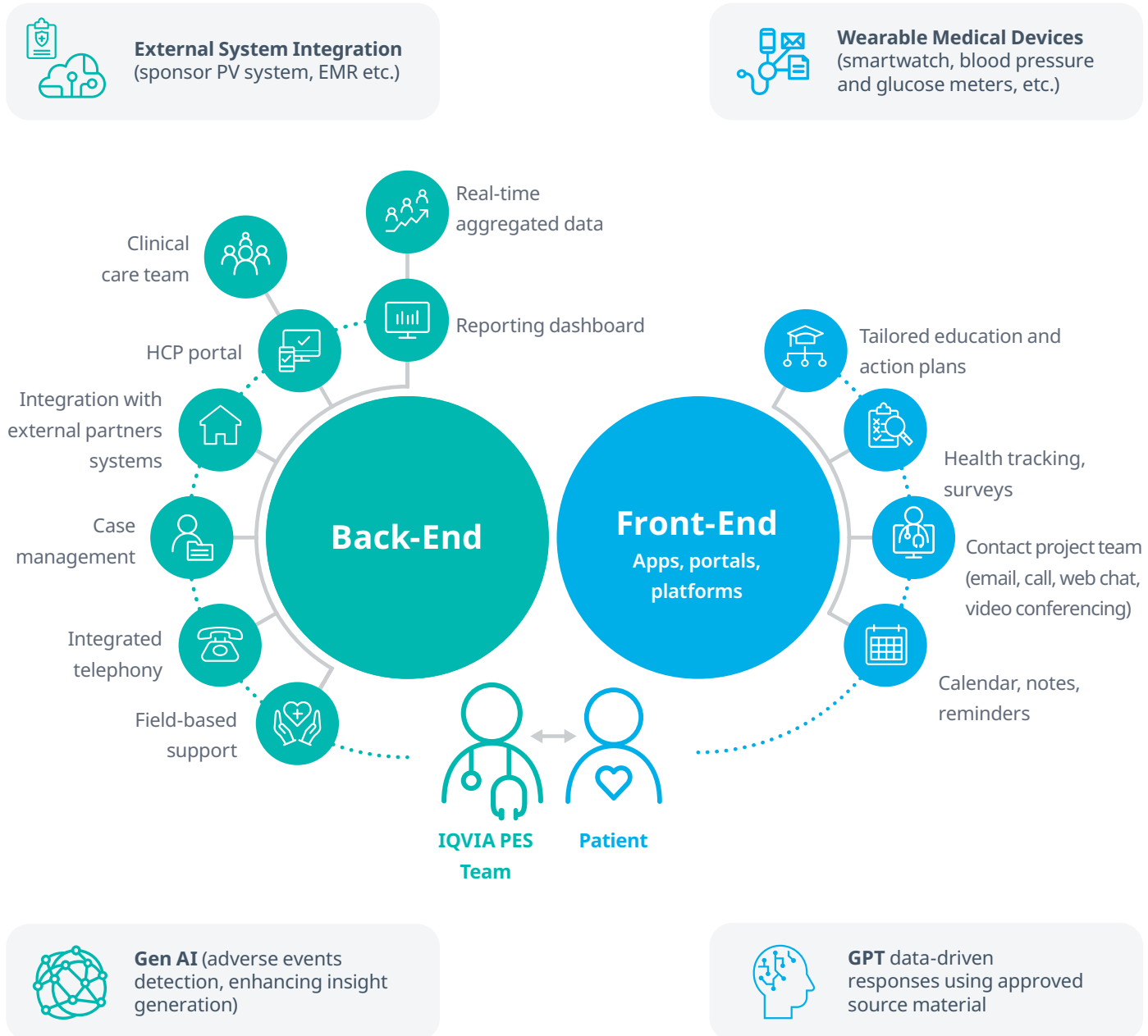


Talent management



Quality & compliance assurance

# Our hybrid programs leverage digital strategies and leading patient engagement and support technology to ensure stakeholder needs are met



# Our capabilities ensure global reach and agile deployment

## LEVERAGE SCALE AND DENSITY

Leverage our global workforce with local market expertise and therapeutic specialisms



**> 4000 personnel** supporting implementation and service delivery



Operating in **> 40 countries**



 IQVIA's Global Contact Center (GCC) hubs

 IQVIA's in-country Patient Engagement and Support (PES) teams

## AGILE AND EFFICIENT DEPLOYMENT

Benefit from our full-service implementation capabilities



**Global HCP Network** – a centralized supply of **> 550** highly qualified HCPs, custom-fit to each project to provide patient-centric support

**Cardiac safety services**



**Pharmacovigilance support**



**Global Contact Center (GCC) agents** – maximizing efficiency through centralized resources, flexible alignment with demand shifts, and leveraging infrastructure for cost efficiencies

**> 170 languages** over the phone translation capabilities



**1200 GCC agents** supporting global projects



# We design the solution. We implement the solution

We leverage a unique global footprint and service mix to jointly design and deliver best-in-class **patient engagement and support solutions** adapted to the unique needs of your patients.

## FIT-FOR-PURPOSE

- **Tailor-made** program designs based on strategic insights, therapeutic knowledge, and local market expertise
- **Modular** solutions that you can 'pick and choose' to best suit business requirements and budget

## PERSONALIZED

- **Individualized** support for patients to help break down barriers, considering individual needs and preferences
- **Flexible and adaptable** services to meet changing circumstances and needs throughout the patient journey

## END-TO-END

- **Full-service** capabilities covering strategy, design, implementation, and KPI tracking
- **In-country** teams for localized support

## SCALABLE

- **'Glocal'** strategies with global deployment experts paired with in-country teams to facilitate efficiency and scalability
- **Adaptable** algorithms and data capture models tailored to each region for maximum program impact

# Improving overall health outcomes, one patient at a time

Clear benefits for the entire healthcare landscape through personalized support.

## LIFE SCIENCE COMPANIES

- Improve experience, satisfaction and brand equity
- Increase adherence and reduce switching
- Demonstrate therapy value, support claims for successful launch and access strategies
- Differentiate and increase market share
- Meet commercial targets

## HEALTH SYSTEM

- Improved healthcare system management
- Improved treatment and outcomes
- Create population health-based evidence
- Reduced cost of care



## PATIENTS

- Reduced treatment burden
- Improved outcomes due to access to therapy, affordability, and adherence
- Greater knowledge and understanding of disease condition and treatment
- Better access to resources, tools, and connection to patient communities
- More confidence and self-empowerment
- Enhanced experience and quality of life

# Putting patients first: IQVIA Patient Engagement and Support

At IQVIA, we partner with you to deliver comprehensive patient engagement and support services focused on **safety, quality, and compliance**. These services aim to improve awareness, access, affordability, and adherence to treatments through our **insights-driven, personalized solutions**, which enhance the **patient experience** and ultimately help people live happier, healthier lives.

With over four decades of expertise serving health systems and patients, IQVIA's teams are prepared to be your trusted partner in ensuring comprehensive care from start to finish and improving patient health outcomes.

**Contact us** today to learn more.

## References

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