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The Patient as Your Guide: Thriving in New Commercial Models

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The pharmaceutical industry is facing unprecedented disruption, necessitating a fundamental shift in how leaders perceive and respond to market dynamics. Traditional commercial models are no longer sufficient to address the complexities of the current environment. Here are four reasons why:

Complex specialty and rare-disease treatment launches

A crowded launch pipeline in an increasingly complex payer environment requires stronger differentiation and greater demonstration — and retention — of value. Complex, specialty, and rare-disease treatments serve smaller, more fragmented cohorts of patients who are harder to identify and take longer to diagnose.

Rise of consumer-driven healthcare

Consumerization is on the rise in healthcare. Anti-obesity and other agents are fueling a growing private-pay market. Clinical-grade diagnostic and monitoring devices are now available direct to patients via smartphones and smartwatches. With greater access to information and more engagement with healthcare providers, patients today are more connected. They also have higher expectations for personalized insight and on-demand engagement.

Post-pandemic health delivery models

New healthcare delivery models are taking shape as lingering pandemic-induced capacity shortages converge with accelerated technology adoption. We see evidence in the rise of telemedicine and remote monitoring, digital health tools and platforms, and AI-powered patient communication and insights. Together, these shifts necessitate more efficient, practical, and patient-centric approaches to engagement and care delivery.

Ensuring continued access and affordability amidst policy changes

The new administration's policies, including potential cuts to Medicaid and ACA subsidies, introduce additional complexity. Pharma leaders must remain agile and proactive in navigating these regulatory changes to ensure patients retain access to affordable care in the U.S. Additionally, the administration's focus on domestic manufacturing and regulatory shifts could reshape the global pharma ecosystem.

Strong patient relationships are the linchpin of commercial success

Solid alliances between patients and care teams drive drug adherence, improve treatment outcomes, and elevate patient satisfaction. Patients who feel heard and understand their treatment plans are more likely to follow instructions and become advocates for the product, fueling growth and better health outcomes. As patient relationships become even more critical, support programs must evolve to meet these demands by leveraging behavioral science, data-driven insights, and cutting-edge technology to create a complete picture of the patient and the support they need. Evolving support programs to align people, processes, and technologies will empower care teams to focus on the moments that matter and elevate PSPs as trusted guides along the treatment journey. By prioritizing patient-centric approaches, pharma companies can build trust, foster loyalty, and drive sustainable growth in an increasingly competitive market.

Four essentials for success

To craft an effective patient support program, aim for a comprehensive, cohesive, and sustainable approach across key launch markets.

Patient-forward program design. Eliminate disjointed experiences with seamless workflows tailored to patient behaviors and needs. Behavioral science-backed design is critical. Many programs, built with best-of-breed components, can create disjointed experiences and reduce efficiency. Effective teams focus on integrated approaches, reducing handoffs and enhancing patient and provider interactions. By designing patient-forward programs, pharma companies can ensure cohesive experiences, improve patient satisfaction, and drive better health outcomes and operational efficiency.

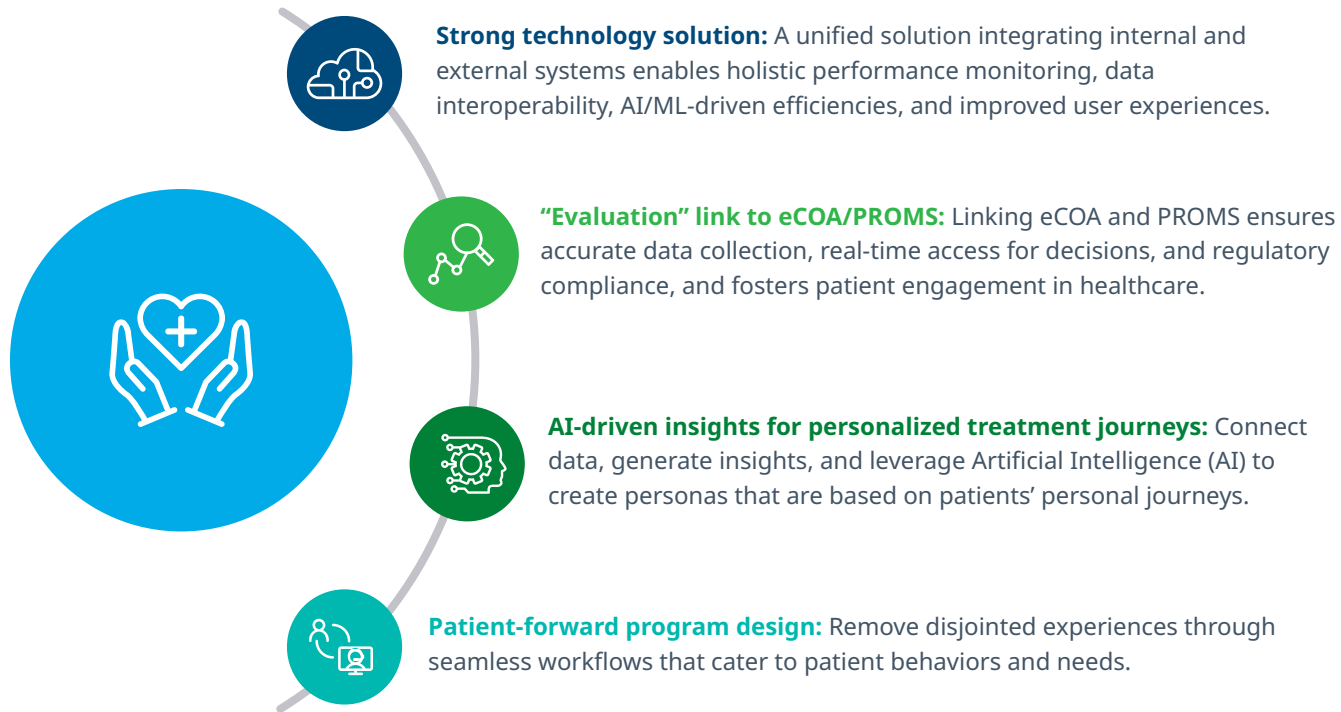**Use AI to generate actionable insights and personalize treatment journeys.** By leveraging AI to connect data and generate insights, we can create personas based on patients' journeys, enabling tailored solutions. Effective programs use data to move beyond averages, delivering personalized services. Predictive analytics identify potential delays, allowing for timely, targeted support. AI/ML applied to health records, wearables, and self-reported data helps engage diverse populations while ensuring data privacy. This approach supports early disease detection, optimized treatment plans, and efficient resource allocation, enhancing the patient experience.

Implement a single fit-for purpose technology solution. A single, unified solution that integrates with various internal and external systems allows for holistic quality and performance monitoring. This approach ensures data interoperability and consolidated insights, enabling the use of AI/ML to drive efficiencies and enhance user experiences. Viewing technology as an enabler and seeking fit-for-purpose solutions, investing in highly targeted tools, and improving integrations and workflows can lead to faster, more efficient paths to desired results.

"Evaluation" link to eCOA/PROMS. Linking with Electronic Clinical Outcome Assessment (eCOA) and Patient-Reported Outcome Measures (PROMS) provides more accurate, reliable data collection in clinical trials and healthcare settings. It enables real-time data access for timely decision making, improves regulatory compliance, and importantly, encourages patients to be active participants in their own healthcare.

Patient support program framework

Strong technology solution: A unified solution integrating internal and external systems enables holistic performance monitoring, data interoperability, AI/ML-driven efficiencies, and improved user experiences.

"Evaluation" link to eCOA/PROMS: Linking eCOA and PROMS ensures accurate data collection, real-time access for decisions, and regulatory compliance, and fosters patient engagement in healthcare.

AI-driven insights for personalized treatment journeys: Connect data, generate insights, and leverage Artificial Intelligence (AI) to create personas that are based on patients' personal journeys.

Patient-forward program design: Remove disjointed experiences through seamless workflows that cater to patient behaviors and needs.

As new commercial models emerge, what worked in the past won't lead to a better future for the pharma industry or the people it serves. The true game changer lies not in data alone but in the ability to derive actionable insights by integrating disparate sources — patient, institutional, and real-world data — and leveraging these insights to guide the next best action. To lead in the new commercial model, designing patient-forward programs with seamless, behavior-driven workflows ensures cohesive experiences, improves satisfaction, and drives better outcomes and efficiency.

Learn more about how IQVIA supports you to elevate your patient support program to serve as a trusted guide here.

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