

# Maximizing Patient Outcomes.

## A Contact Center Needs Assessment.

When it comes to designing effective patient support programs, understanding patient needs is critical. This is especially true when it comes to determining the appropriate level of contact center needs. By taking a patient-focused approach, companies can ensure that they are providing the right level of support to help patients manage their medications and achieve better health outcomes.

### Patient Complexity

Patients with complex medication regimens or underlying medical conditions may require more intensive support than those with less complex needs. Additionally, patients with limited access to healthcare or who face financial or logistical barriers to medication adherence may require additional support to help them manage their medications effectively.

### Communication Preferences

Some patients may prefer to receive support via phone or video call, while others may prefer email or text message. Understanding patient preferences can help pharmaceutical consulting companies and manufacturers design patient support programs that are tailored to each patient's individual needs and preferences.

Our checklist takes a comprehensive approach to assessing patient support contact center needs, covering critical factors such as patient financial support, such as insurance verification and coverage support, patient financial assistance, onboarding and adherence, and provider support, helping companies tailor their patient support programs to better serve the unique needs of their patients.





## Insurance Coverage & Financial Implications for Patients

A key barrier for patients can be related to coverage issues and financial constraints. In fact, studies have shown that up to 45-60% of patients fail to adhere to their medication regimens due to cost-related issues<sup>1</sup>. To successfully help patients, it's important to understand and address these financial barriers to ensure that patients have both access and adhere to a specific therapy, and, ultimately, improve patient outcomes.

Have you considered that patients may be forced to choose between paying for their medication and other essential needs? They could also seek alternatives, potentially unsafe solutions, that could harm their health.

Furthermore, understanding the unique financial needs of patients can also help to inform the design of patient support programs more broadly. By tailoring programs to the specific needs of patients, companies can create programs that are more effective at improving therapy initiation and adherence rates, ultimately helping patients achieve better health outcomes.

### Areas to Consider:

- Will patients need help verifying insurance coverage?
- Will patients' insurance provider require a Prior Authorization?
- Will commercially insured patients have options to request a free trial or co-pay assistance?
- Will uninsured/underinsured patients have the option to apply for financial assistance?



## Patient Onboarding and Adherence

Onboarding and adherence are critical components of ensuring that patients receive the maximum benefit from their medications. It is essential to understand the importance of these factors and to design programs that help to optimize patient outcomes.

Effective patient onboarding programs can help to ensure that patients understand their therapy regimens and are equipped with the tools and resources they need to adhere to them. This may include education on medication usage, potential side effects, and best practices for the usage of their medication, medical device, or digital therapeutic products. By providing patients with clear and concise information, pharmaceutical consulting companies can help to reduce confusion and uncertainty and improve overall medication adherence.

In addition to onboarding, ongoing patient support is also essential for improving medication adherence rates. Patient support programs may include a range of resources and tools, such as patient education materials, HCP administered Medication Adherence Questionnaires, and ongoing therapy reminders including live or digital communications depending on the patients' individual needs. By providing personalized, ongoing support, companies can help to address any barriers to adherence that may arise and encourage patients to stay on track with their medication regimens.

Importantly, patient adherence not only benefits the patient but also the pharmaceutical/biotech, device, or digital therapeutic company and healthcare system as a whole. Improved medication adherence can lead to better health outcomes, reduced healthcare costs, and increased patient satisfaction.

### Areas to Consider:

- Will patients be able to resolve any financial barriers?
- Will patients require educational materials or direct education to understand the disease and therapy?
- Will patients benefit from periodic outreach to follow up and monitor the therapy?
- Will patients need in home visits by Nurse Educators for administration training or adherence checkups?



## Provider Support

Effective provider support programs can help to ensure that healthcare providers have the tools and resources they need to effectively manage their patients' therapies. This may include education on medication usage, supplying demonstration units, sample request triage & fulfillment, and best practices for patient onboarding and adherence. By providing healthcare providers with the necessary support and resources, pharmaceutical consulting companies can help to improve medication adherence rates and ultimately improve patient outcomes.

Furthermore, provider support can also help to foster better communication between patients and healthcare providers. Effective communication is essential for successful medication and digital therapy management, as it helps to ensure that patients understand their therapeutic regimens and are equipped to adhere to them. By providing healthcare providers with the necessary resources and support, pharmaceutical consulting companies can help to facilitate better communication and ultimately improve patient outcomes.

Provider support is also important for improving overall medication management and reducing healthcare costs. By helping healthcare providers to effectively manage their patients' medications, companies can help to prevent medication errors, reduce unnecessary hospitalizations, and improve overall healthcare efficiency.

### Areas to Consider:

- Will the providers' office need assistance with billing and coding information for the therapy?
- Will the providers' office request samples and/or demonstration devices?
- Will the providers' office request a free trial or co-pay information to provide to patients?
- Will the providers' office expect support on insurance coverage verification and prior authorization?
- Will the providers' office demand support on patient education?



## Patient Support Programs by ProPharma

By taking a holistic approach to patient support program design, companies can ensure that they are providing the right level of support to help patients manage their medications and achieve better health outcomes over the long term.

By investing in patient onboarding and adherence programs, companies can ultimately improve patient outcomes, drive revenue growth, and establish themselves as leaders in their respective fields.

Need help developing the right tailored, patient support programs for your patients? Learn how our experienced team can help ensure you're tailoring programs to better service the unique needs of your patients. [Speak with an expert today.](#)

<sup>1</sup>Phillion, Matt. "The Impact of Cost on Medication Adherence." 9 May 2022. Patient Safety & Quality Healthcare (psqh.com). <https://www.psqh.com/analysis/the-impact-of-cost-on-medication-adherence/>. Accessed 25 Apr. 2024.