

Understanding and Addressing CRITICAL BARRIERS

How new technologies can help patients overcome access, affordability and adherence hurdles.



When it comes to starting and staying on therapy, patients face a growing number of barriers that can impede initial access, coverage, payment and adherence to their prescribed medicines. How can pharmaceutical manufacturers help patients address these hurdles? By designing patient-centric support programs that provide solutions to patients who need them most.

The Barriers

Achieving healthier outcomes with targeted patient support starts with understanding the burdens patients face throughout the treatment journey.

ACCESS & COVERAGE

Just accessing a specialty therapy can be an obstacle in itself.



30 days

Prior authorization can cause fill delays of up to 30 days (even when patients can afford their meds)¹



Non-adherence

Treatment delays from unfilled prescriptions are often predictors of non-adherence²



40%

of patients forego treatment when PA is required³



Nearly 40%

of U.S. adults have high-deductible health plans,⁴ making it essential to quickly determine treatment eligibility and co-pay amounts to avoid "sticker shock" at the pharmacy or physician's office

COST & PAYMENT

Patients today face more financial hurdles than ever when it comes to accessing medications. And they're making tough decisions about starting and staying on therapy.



1 in 4

prescriptions is abandoned during the deductible period⁵



4x

Patients having a co-pay of \$50 were nearly 4x more likely to abandon a prescription at a pharmacy than patients paying \$10⁶

MEDICATION ADHERENCE

50% of patients with chronic conditions do not take their medications as prescribed. Putting patients at the center of treatment and support empowers them to be active within their own health journey.⁷



Health education

is crucial so that patients understand their medication regimen and how to manage any adverse effects⁸



Just 53%

of adults have intermediate health literacy (can read instructions on a prescription label and determine what time to take medicine)⁹



74%

of patients would be most receptive to outreach when they are about to start a new medication¹⁰



More than 1/3

of U.S. consumers are interested in receiving text message reminders from their doctors to take prescribed medicine¹¹

Considerations for Designing the Right Solutions



To improve adherence effectively, there is a need for a **tailored approach** based on the type and cause of non-adherence and the specific needs of the patient.

Patient Preference and Adherence Journal¹²



There is no universal solution to improve adherence. However, growing evidence suggests that combining approaches that are tailored to **address a patient's specific adherence barriers** or challenges may equip patients with the understanding and tools they need to successfully engage in medication adherence.

NEJM Catalyst¹³

Technology's Role in Removing Barriers to Treatment

When used effectively by expert counselors, technology can break down some of today's biggest barriers—accelerating speed to therapy and improving the experience of patients and providers, and ultimately helping patients stay on their treatment. Leading solutions include:



Next-gen eBV

Uses artificial intelligence to more quickly and accurately predict benefit coverage for a particular therapy, allowing patients to start treatment sooner

ePAP

Expedites the approval process for patient assistance programs (PAPs) by automating tasks and reducing the amount of paperwork

ePA

Streamlines communication to create a faster and more reliable medication approval process

Pioneering to New Grounds in Patient Access



Technology hands power back to the patient. It is a powerful enabler for access, affordability and adherence services because of its ability to scale, automate and drive efficiency. It also allows our expert counselors to spend more time interacting one-on-one with patients.

DR. TOMMY BRAMLEY

President, Lash Group

¹ Rasayon, Judi-efera. What's blocking patient access to specialty medications? Advisory Board. 19 July 2016. Accessed 11 June 2018. Available online at <https://www.advisory.com/research/health-care-industry-committee/the-bridge/2016/07/patient-access-to-specialty-medications>
² Brown, Marie and Bissell, Jennifer. Medication Adherence: WHO Cares? Mayo Clinic Proceedings. April 2011. Accessed 11 June 2018. Available online at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3068890/>
³ Basta, Nicholas. Hub Services Special Report 2016. Pharmaceutical Commerce. 15 March 2016. Accessed 22 June 2018. Available online at <http://pharmaceuticalcommerce.com/special-report/hub-services-special-report-2016/>
⁴ Haselnes, Morgan. CDC: Nearly 50% of US adults have high-deductible health plans. Becker's Hospital Review. 07 June 2017. Accessed 11 June 2018. Available online at <https://www.beckershospitalreview.com/payers-issues/cdc-nearly-40-of-us-adults-have-high-deductible-health-plans.html>
⁵ Copay Accumulators: Costly Consequences of a New Cost-Shifting Pharmacy Benefit. Drug Channels. 03 January 2018. Accessed 11 June 2018. Available online at <https://www.drugchannels.net/2018/01/copay-accumulators-costly-consequences.html>
⁶ CVS Health. Understanding Prescription Abandonment. Accessed 23 June 2018. Available online at <https://cvshhealth.com/thought-leadership/cvs-health-research-institute/understanding-prescription-abandonment>
⁷ World Health Organisation. Adherence to long-term therapies: evidence for action. 2003. Accessed 9 July 2018. Available online at http://www.who.int/chp/knowledge/publications/adherence_report/en/
⁸ Lindsey, Heather. Improving Adherence to Oral Oncology. Oncology Times. 25 October 2011. Accessed 16 April 2018. Available online at https://journals.lww.com/oncology-times/Fulltext/2011/10251/Improving_Adherence_to_Oral_Oncology.3.aspx
⁹ U.S. Department of Education. The Health Literacy of America's Adults: Results from the 2003 National Assessment of Adult Literacy. 2003. Accessed 9 July 2018. Available online at <https://nces.ed.gov/pubsub/2006/2006483.pdf>
¹⁰ Great Expectations: Why Pharma Companies Can't Ignore Patient Services. Accenture Life Sciences. March 2014. Accessed June 26 2018. Available online at https://www.accenture.com/us-en/-media/Accenture/Conversion-Assets/Global/PDF/Industries_12/Accenture-Great-Expectations-Why-Pharma-Companies-Cant-Ignore-Patient-Services-Survey.pdf
¹¹ Siwicki, Bill. Consumers want text message reminders for prescribed medications, Locent and Google survey finds. Healthcare IT News. 11 July 2016. Accessed 9 July 2018. Available online at <https://www.healthcareitnews.com/news/consumers-want-text-message-reminders-prescribed-medications-locent-and-google-survey-finds#gs.ar5dmno>
¹² Hugtenburg, J. et al. Definitions, variants, and causes of nonadherence with medication: a challenge for tailored interventions. Patient Preference and Adherence Journal. 10 July 2013. Accessed 23 June 2018. Available online at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3711878/>
¹³ Engaging Patients to Optimize Medication Adherence. NEJM Catalyst. 14 May 2017. Accessed 26 June 2018. Available online at <https://catalyst.nejm.org/optimize-patients-medication-adherence/>