

SUPPORTING THE PATIENT JOURNEY

The right support in the right place at the right time

Chronic disease management can be challenging; however, it is widely accepted that patients who are engaged in their own health and treatment tend to have better outcomes. This can be facilitated through patient support programs that are tailored to the disease type and stage, and to the patient's preferences and situation. Getting this right leads to what is known as patient activation^{1,2}.

DRIVERS FOR PATIENT SUPPORT



Increased compliance

Better clinical outcomes



Greater patient satisfaction

There is evidence that patients who are actively involved in their own healthcare, including in the decision-making process, have **increased compliance**, **better clinical outcomes**, and **greater patient satisfaction**, and increasing these factors could potentially reduce healthcare and societal costs.

10-20%

of the brand manager's budget for each drug is allocated to patient support and engagement after drug launch.



Changes in chronic disease prevalence



Shifts in company pipelines



An evolving regulatory environment



Current political agendas

IMPACT OF PATIENT SUPPORT PROGRAMS



41% of patients take some degree of action in their own health when activation levels are high.

Better understanding of their role in their own healthcare

More likely to exhibit healthy behavior patterns

More likely to attend screenings, check-ups and immunizations

More likely to adhere to treatments

Lower healthcare costs

Better satisfaction with services

Less likely to be hospitalized or attend Accident and Emergency

Putting the right support in the right place at the right time in order to meet patients' specific needs is the key challenge for the healthcare ecosystem.

1. Hibbard, J. & Gilbert, H. *Supporting people to manage their health: An introduction to patient activation*. (The King's Fund, 2014).
 2. James, J. Health Policy Brief: Patient Engagement. *Health Affairs* (2013).

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