

Patient adherence is a competitive driver and no longer optional for biopharma to invest in. Companies are taking a proactive approach to integrating new solutions, and this increased focus and investment from the industry—combined with the rapid pace of innovation in patient-centric capabilities—has created significant market momentum.

PATIENT ADHERENCE MARKET MOMENTUM

As patients continue to demand more from biopharma, it has sparked a strong industry response.

What patients are looking for: -----> How the industry is responding:



Info/services to feel empowered

66% of patients rate this attribute as 8 or more (out of 10) in terms of importance.¹



Increase in patient support

50% increase in the average number of services offered to patients by Biopharma.²



Products beyond the medicines

58% of patients rate this attribute as 8 or more (out of 10) in terms of importance.¹



Investment in new capabilities

85% of Biopharma companies are raising their investment in patient-centric capabilities.²



Sustained relationships

50% of patients rate this attribute as 8 or more (out of 10) in terms of importance.¹



Growth in solution providers

17% CAGR expected in the global patient engagement solutions market size through 2027.³



Their input is incorporated

66% of patients rate this attribute as 8 or more (out of 10) in terms of importance.¹



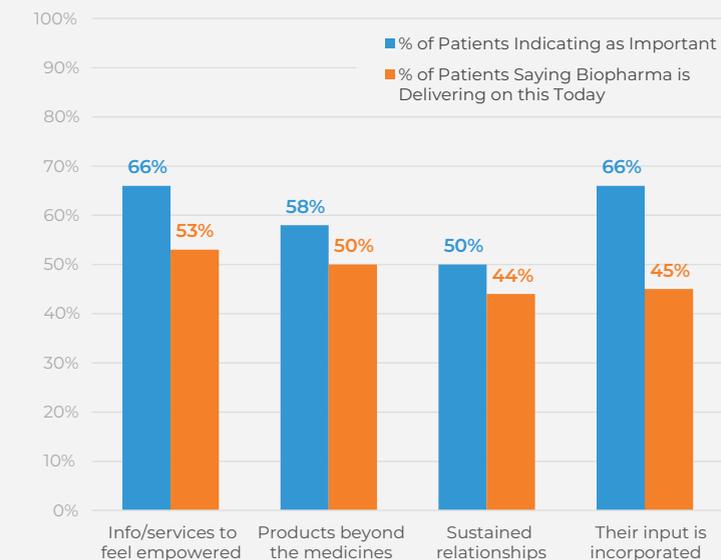
Focus on technology and analytics

95% of Biopharma companies are planning to invest in patient engagement technologies.²

WHY BIOPHARMA IS MAKING THE INVESTMENT

The key attributes patients shared as being important are areas where biopharma is falling short. Addressing these presents a tremendous opportunity.

Current state²:



The opportunity:



Quality of life and health outcomes

By increasing medication adherence, Biopharma can help realize the full potential of their commercial product, while improving disease control and management.

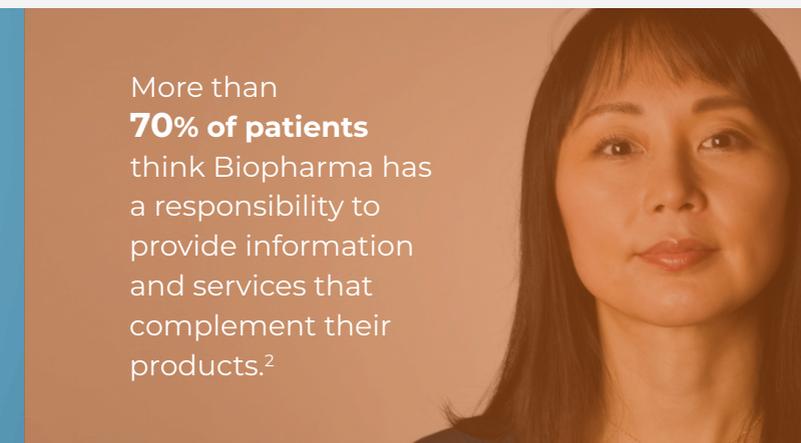


The commercial bottom line

By increasing medication adherence Biopharma can observe a significant uptick in revenue through increased patient LTV and can even make up for slowed growth in new patient starts.



More than **50% of doctors** said that all else equal, they are more likely to prescribe medication from a Biopharma company they consider more patient-centric.¹



More than **70% of patients** think Biopharma has a responsibility to provide information and services that complement their products.²