

MARKET OBSERVATION

Patient adherence is at the forefront of the conversation and is becoming a top business priority for Biopharma this year.

CONTRIBUTING FACTORS

RISK OF PATIENT NON-ADHERENCE IS AT AN ALL TIME HIGH



Patients are **anxious, fearful and uncertain**



Abundance of **misinformation**



Reduced **HCP access**

BIOPHARMA BUSINESS PERFORMANCE IS BEING NEGATIVELY IMPACTED



Reduced **patient visits**



Pause of field-based rep activities



Delay in drug launches

HOW TO DO IT

Biopharma should partner with adherence solution providers that:



Optimize delivery of virtual communications by using a secure, compliant decentralized network that allows for scalability, turnkey integration and quick launch.



Utilize clinical educators for interactions because they are trusted and thus able to probe deeply to drive lasting behavior change and gather meaningful and actionable insights.



Offer proactive outreach capabilities because in most cases patients are not aware of pharma support services available to them, despite wanting to engage in these types of programs.



Personalize each engagement to address the differences in patient's health characteristics, preferences and likelihood to adhere to medication by using behavioral change models, risk-assessment tools and predictive modeling techniques.



Are proven to drive impact based on 3rd party measurement of their historical client programs, specifically on the measures of patient persistence, compliance and 1st prescription abandonment.



Provide actionable insights and capture real-world patient data that guide program optimization, inform brand strategy, and meet reporting requirements for value-based contracts.

SUPPORTING STATISTICS



of physicians said their patients are being affected by the **anxiety and fear** related to COVID-19.¹



decline in promotional detailing, with only a little increase in remote engagement.^{2,3}



of healthcare marketers expect **product launches to be negatively affected**.³



decline in overall office visits.²

RECOMMENDATION

Biopharma should **focus on building real patient connections** to help patients better manage their health and improve adherence.

NOW MORE THAN EVER...



Patients are looking for **clinical and emotional support**.

IT'S ON US TO...

Provide **reinforcement, reassurance and confidence** to patients.

"I stopped my medicine because I'm afraid it will make me more likely to get coronavirus."

"It's hard to feel any comfort at all right now."

"My doctor has telemedicine, but I would like to be talking with someone more frequently."