

# Delivering Exceptional Patient Value

A Practical Guide for Brand Executives



# Table of Contents

## Part 1: The Power of Technology in Patient Support

### 1. Introduction

- 1.1 The Evolution of Patient Support
- 1.2 The Role of Technology in Healthcare

### 2. Understanding Patient Needs

- 2.1 Patient-Centric Approach
- 2.2 Challenges Faced by Patients
- 2.3 The Power of Patient Support in Therapy Adherence

## Part 2: How to Leverage Technology for Patient Support

### 3. The Changing Landscape of Healthcare Technology

- 3.1 Integration of Technology in Pharma

### 4. Benefits of Patient Support Technology

- 4.1 Building Brand Loyalty
- 4.2 RxPx Case Study

## Part 3: Putting Patient Support into Motion

### 5. Choosing the Right Technology Vendor

- 5.1 Criteria for Vendor Selection
- 5.2 Case Studies of Successful Implementations

### 6. Return on Digital Investment (RODI)

- 6.1 Measuring the Impact of Patient Support
- 6.2 Long-term Value for Pharma Brands
- 6.3 Demonstrating Value to Stakeholders

### 7. Conclusion

- 7.1 The Role of Pharma in Shaping Healthcare Technology

# Part 1: The Power of Technology in Patient Support





# 1. Introduction

## 1.0 Introduction

Decades of research have shown the tremendous impact of patient and social support in improving adherence, compliance, and self-management. Our research **indicates that incorporating patient support into therapeutic interventions significantly enhances patient experiences, speeds up initiation by 13x, and increases patient adherence by up to 90%, with 92% of patients finding meaningful patient support.** In this practical eBook, we'll take a deep dive into that research and how technology is being used to deliver personalized adherence support at scale. We'll provide real-world case studies, de-mystify AI and give you practical insights to navigate the evolving landscape of peer support in the digital age.





## 1.1 The Evolution of Patient Support

The evolution of patient support has undergone a remarkable transformation over the years, transitioning from informal, community-based assistance to recognized and structured interventions across various fields. Historically, communities have always relied on informal patient connections for emotional support and problem-solving. However, it was in the latter half of the 20th century that the concept of patient support gained formal recognition in health settings. A meta-analysis published in the *Journal of Consulting and Clinical Psychology* (2017) found that patient support interventions were associated with significant improvements in mental health outcomes, including reductions in symptoms of depression and anxiety. The recovery movement (in mental health) played a pivotal role in emphasizing the importance of individuals with lived experience providing support to others facing similar challenges. As the understanding of patient support expanded, it found applications in diverse areas, such as recovery, chronic illness management, and education.

Patient support has evolved beyond face-to-face interactions, with the advent of technology facilitating online communities and virtual support networks. The recognition of the value of patient support has led to its integration into mainstream healthcare and social services, contributing to a more holistic and patient-centered approach. This evolution reflects a broader societal shift towards recognizing the significance of shared experiences and mutual aid in promoting well-being and resilience. Patient support has been linked to improved medication adherence rates. A systematic review and meta-analysis published in *PLOS ONE* (2017) found that patient support interventions were associated with increased adherence to medication regimens.

## 1.2 The Role of Technology & AI in Healthcare

In recent years, technology has played an increasingly pivotal role in revolutionizing the healthcare sector, contributing to improved patient outcomes, streamlined processes, and enhanced overall efficiency. According to a [2021 report by the World Health Organization \(WHO\)](#), the adoption of electronic health records (EHRs) has seen a substantial global increase, with over 80% of high-income countries and 40% of middle-income countries implementing these systems. Telehealth utilization has surged as well, especially in response to the COVID-19 pandemic, with a [McKinsey study](#) indicating a staggering 38 times increase in telehealth visits in the United States alone during the first months of the pandemic.

Artificial intelligence (AI) applications have demonstrated significant potential in diagnostic accuracy, with a study published in Nature Medicine reporting an AI algorithm outperforming human radiologists in detecting breast cancer. These statistics underscore the transformative impact of technology across all areas of healthcare, fostering a more interconnected and data-driven approach that holds promise for advancing medical care on a global scale.





In healthcare delivery, AI's ability to provide accurate diagnoses and tailor treatment plans revolutionizes patient care, significantly reducing errors and enhancing outcomes. The pharmaceutical industry reaps the benefits of AI through accelerated drug discovery and development, yielding more effective and safer medications while curtailing time and costs. On the patient support front, AI-driven tools deliver continuous, virtual assistance, ensuring reliable information and support are accessible anytime. “The technology we’ve developed at RxPx plays a crucial role in improving medication adherence, offering personalized reminders and monitoring to ensure patients adhere to their treatment plans”, says Alireza Davooda, VP Research & Development at RxPx. “Furthermore, AI fosters deeper patient engagement by powering interactive health management platforms, promoting active participation in personal health management. In the realm of clinical trials, AI refines the process by optimizing participant selection, enhancing monitoring procedures, and streamlining data analysis, thus driving more efficient and impactful research outcomes.”

“

**The technology we’ve developed at RxPx plays a crucial role in improving medication adherence, offering personalized reminders and monitoring to ensure patients adhere to their treatment plans**



## 2. Understanding Patient Needs

### 2.1 Patient-Centric Approach

Understanding and addressing the diverse needs of patients undergoing therapy is crucial for fostering successful health outcomes and driving uptake and adherence on your therapies. Our research **indicates that incorporating patient support into therapeutic interventions significantly enhances patient experiences, speeds up initiation by 13x, and increases patient adherence by up to 90%, with 92% of patients finding meaningful patient support.**

Recognizing these findings, healthcare professionals are increasingly integrating patient support into their treatment plans, acknowledging its positive impact on patient engagement and overall mental well-being. Whether it's an OBGYN prescribing educational content on C-section preparedness, or a Neurologist ordering care coordination between patient, family and peers to ensure safety and tracking, HCPs are realizing that leveraging patients in trusted, private, evidence-based environments improves outcomes and lessens workloads. Emphasizing the importance of understanding patient needs and tailoring therapeutic approaches accordingly has become a cornerstone in optimizing health care.



There are also other wide-reaching positive benefits of patient support:

## Contributions and Benefits of Patient Support



Give practical assistance to achieve and sustain complex health behaviors like those of diabetes management



Provide health education to individuals and communities



Link people to share knowledge and experience



Help people cope with the stressors that accompany health problems



Help people access and navigate clinical care and community resources that they need



Offer emotional and social support



Increase individual and community capacity for understanding health problems and promoting ways to address them



Build relationships on trust rather than expertise



Build cultural competence of healthcare providers



Improve two-way communication between patients and health-care teams



Help address complex multi-morbidities serving as a bridge between primary care and behavioral health



Advocate for patients and their communities



## 2.2 Challenges Faced by Patients

Patients undergoing therapy face a myriad of challenges that extend beyond the physical toll of their conditions. Patients often experience significant emotional distress during treatment, often manifesting as anxiety or depression. In addition, the financial burden of undergoing therapy and missed work cannot be overlooked, with a study published in the Journal of Oncology Practice indicating that **42% of cancer patients deplete their savings within two years of diagnosis**. This financial strain is exacerbated by the fact that **25% of patients report lost wages due to treatment-related disruptions**. Additionally, the toll on relationships is another factor, as highlighted by a report from the American Cancer Society, stating that 65% of cancer patients experience strains in their intimate relationships.

Beyond these challenges, the physical side effects of treatment are substantial. In the face of such adversities, comprehensive support systems and holistic approaches to patient care become crucial to ensure not only that patients stay the course on their treatments and experience the full efficacy of the treatment, but also the overall well-being of the individuals undergoing therapy.

In managing chronic conditions, Artificial Intelligence (AI) plays a pivotal role by proactively monitoring patients for mental health issues through regular journaling and conversational AI. This approach allows for early detection of behavioral changes, leading to timely intervention. An intelligent AI triage system then employs a step-care model to provide targeted mental health support, enhancing medication adherence and overall care plan compliance.

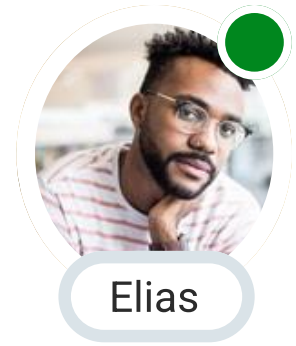




## The Cost of Non-Adherence in North America

- The [Health Policy Institute](#) found that **66% of American adults use prescription medication**. Many of those are patients with chronic conditions such as diabetes, heart disease, hypertension, arthritis and cancer.
- [According to the CDC](#), after six months, the majority of patients prescribed medications for chronic diseases take less medication or stop taking the medication altogether.
- The CDC has also found that:
  - 20-30% of new prescriptions are never filled
  - Medication is not taken as prescribed over 50% of the time In the United States, it is estimated that the **cost of medication non-adherence is \$300 billion per year**
- In developed countries globally **only about 50% of patients adhere to their medication after one year of treatment.**
- Non-adherence to a treatment plan has been linked to successive hospitalizations, increased illness due to not being treated, and the need for medical interventions.
- Failure to take prescribed medications costing over \$100 billion a year in excess hospitalizations.

The [American Medical Association](#) has outlined that the majority of non-adherence is deliberate and can be drawn from eight common obstacles such as; cost, fear, misunderstanding, too many medications, lack of symptoms, mistrust, worry and depression. In section 2.3 and beyond, we explore how improved communication with healthcare providers through technology addresses and mitigates some of these issues related to non-adherence.



## 2.3 The Power of Patient Support in Therapy Adherence

Numerous studies have underscored the power of peer support in improving adherence and outcomes. A meta-analysis published in [The National Library of Medicine](#) showed that **individuals receiving patient support alongside medical therapy exhibited a 25% greater adherence** to prescribed treatments compared to those without patient support.

A study in the Journal of Clinical Oncology demonstrated that cancer patients engaged in **patient support experienced a 20% reduction in symptoms** related to anxiety and depression during their treatment journey.

Beyond mental health, the American Heart Association reported that individuals with cardiovascular conditions engaged in **patient support groups had a 15% lower risk of hospitalization and demonstrated a 10% improvement in medication adherence.**

These statistics underscore the tangible impact of patient support on enhancing the effectiveness and longevity of medical therapy, highlighting the importance of integrating social connections into holistic healthcare approaches. The question is, how do Brand Executives, overwhelmed by a multitude of digital and omnichannel brand initiatives, simply implement this type of approach within the regulatory and security environments they work within? Our next chapter will delve into examples of how this is being done.





# Part 2: How to Leverage Technology for Patient Support

# 3. The Changing Landscape of Healthcare Technology

## 3.1 Integration of Technology in Pharma

The integration of technology in providing patient support to patients on medical therapies has witnessed a remarkable surge in recent years, revolutionizing the healthcare landscape. According to a study conducted by the Journal of Medical Internet Research, over **75% of patients reported a positive impact on their adherence to medical therapies when technology-enabled patient support was incorporated into their treatment plans.**

The digital health market is expected to grow up to \$42.2 billion by 2027 with a CAGR of 7.05% starting 2023 [1]. Big pharma's investments in data analytics are projected to increase to \$1.2 billion by 2030 (that is, by 27%) [2], and the industry's investments in cloud computing, another sales-crucial technology in pharma, are forecast to reach \$59.3 billion by the year 2030 [3]. If pharma brands are not boldly embracing these tech enabled solutions, they risk being left behind.

Mobile health applications, wearable devices, and online support forums have become pivotal tools in fostering patient engagement and empowerment. The utilization of artificial intelligence (AI) in personalized health recommendations has further enhanced the effectiveness of peer support systems. Additionally, telemedicine platforms have facilitated real-time communication between patients undergoing similar medical therapies, fostering a sense of community and shared experiences. These technological interventions have not only improved patient outcomes but have also demonstrated a significant uptick in initiation and adherence to medical therapies.

As the integration of technology continues to evolve, the landscape of patient support in healthcare is poised for further advancements, promising a more connected and supportive environment for patients navigating complex medical treatments.





## 4. Patient Support Technology In Action

### 4.1 Building Brand Loyalty

Pharmaceutical brand managers can strategically integrate patient support into their medical therapies to foster brand loyalty and enhance patient outcomes. If you are a player in the specialty medicines field, a patient support program is table stakes. But it can be so much more than that. The right program—matched to the company and the product—can yield large wins for all stakeholders along the pharmaceutical value chain.

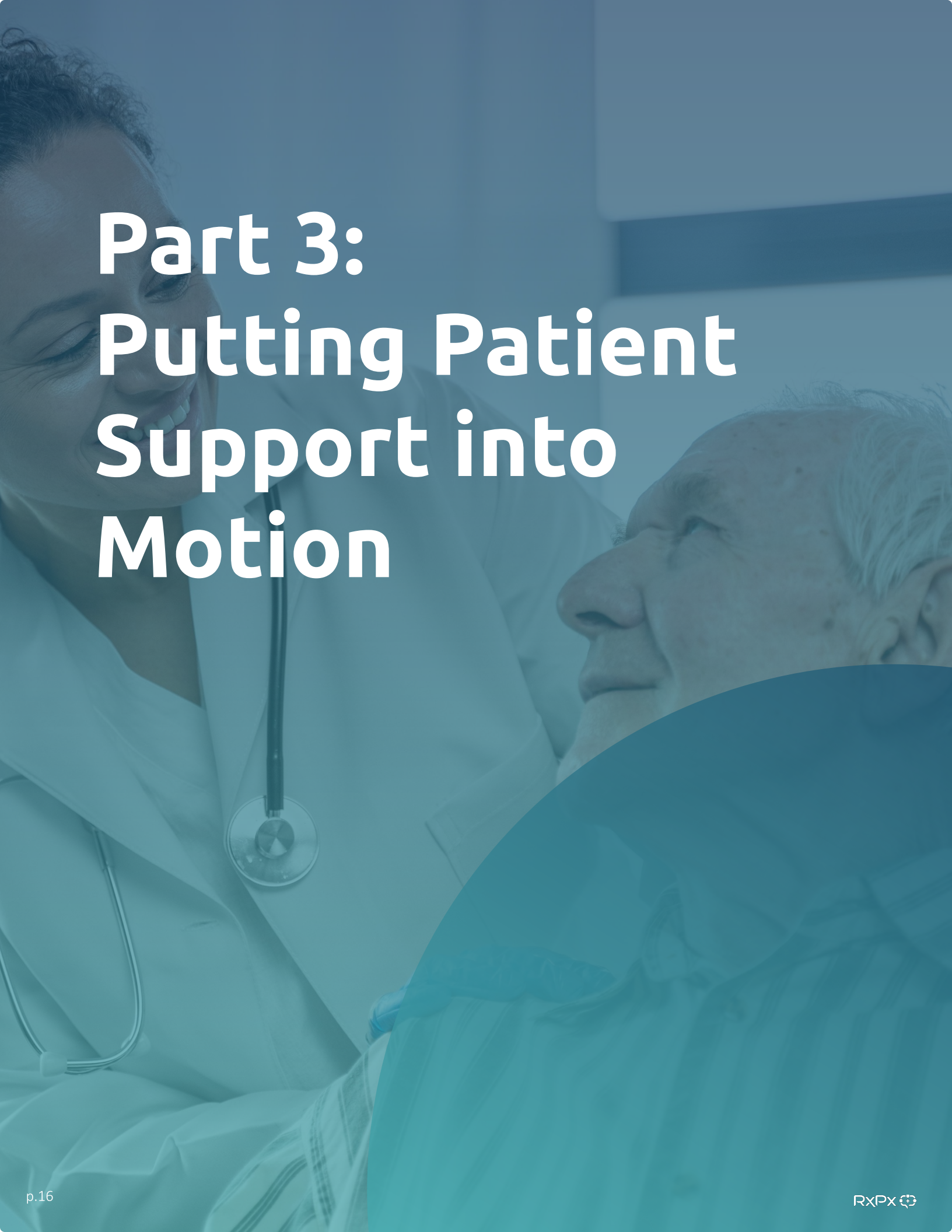
As a brand manager, you know that in the eyes of healthcare providers and patients, your programs are an extension of your brand, and their success is a valuable proof point in demonstrating value, efficacy and impact.

RxPx was founded by physicians who saw the untapped potential of technology to help safely onboard and monitor patients on complex specialty medicines. Our CEO encountered gaps in evidence-based information, support and adherence tools with her own patient experience. Together, they formed RxPx and a unique platform of digital health solutions that are positively transforming the lives of patients around the globe. Patients form the heart of our product design process and we believe this is how we create more effective and personalized solutions. Our team represents the intersection of health, technology, and commercialization. We are a dedicated group of RNs, engineers, patient advocates, pharma executives, data specialists and marketing agency leaders committed to the success of your products.

RxPx works with pharmaceutical brands to design tailored programs that puts both patient and institutional needs at the forefront. Patients get access to the product they need more quickly and receive the support services they value the most. Your company achieves stronger sales. The program enables the collection of real-time data to create dashboards and deliver product insights relative to doctors, patients and therapies — data that can help improve patient outcomes.

In the next section, we'll outline how this works through one of our case studies.



A photograph of a female doctor in a white lab coat with a stethoscope, smiling warmly at an elderly male patient. The patient is lying in a hospital bed, looking up at the doctor. The image has a teal overlay. The title text is in large, white, bold font.

# Part 3: Putting Patient Support into Motion

# 5. Choosing the Right Technology Vendor

## 5.1 Case Studies of Successful Implementations

We worked with our global pharmaceutical client on a patient-patient app solution designed to increase adherence on an oral oncolytic using a patented AI user matchmaking algorithm.

- 71% of patients stayed on therapy past 8-week checkpoint
- 86% of patients in app monthly
- 73% of patients said the app helped them better manage and report side effects

### Challenge

Clinical trials showed a 50% discontinuation of treatment within the first 8 weeks of therapy. This was due to several challenges: difficulty staying adherent to 2x daily oral oncolytic, older age of the patient population, and side effects.

### Solution

RxPx helped the client implement a patient community to seamlessly onboard patients to their oral oncolytic, provide educational content and insights to address their questions, and connect them with patient support & community managers to leave 'no patient alone'.

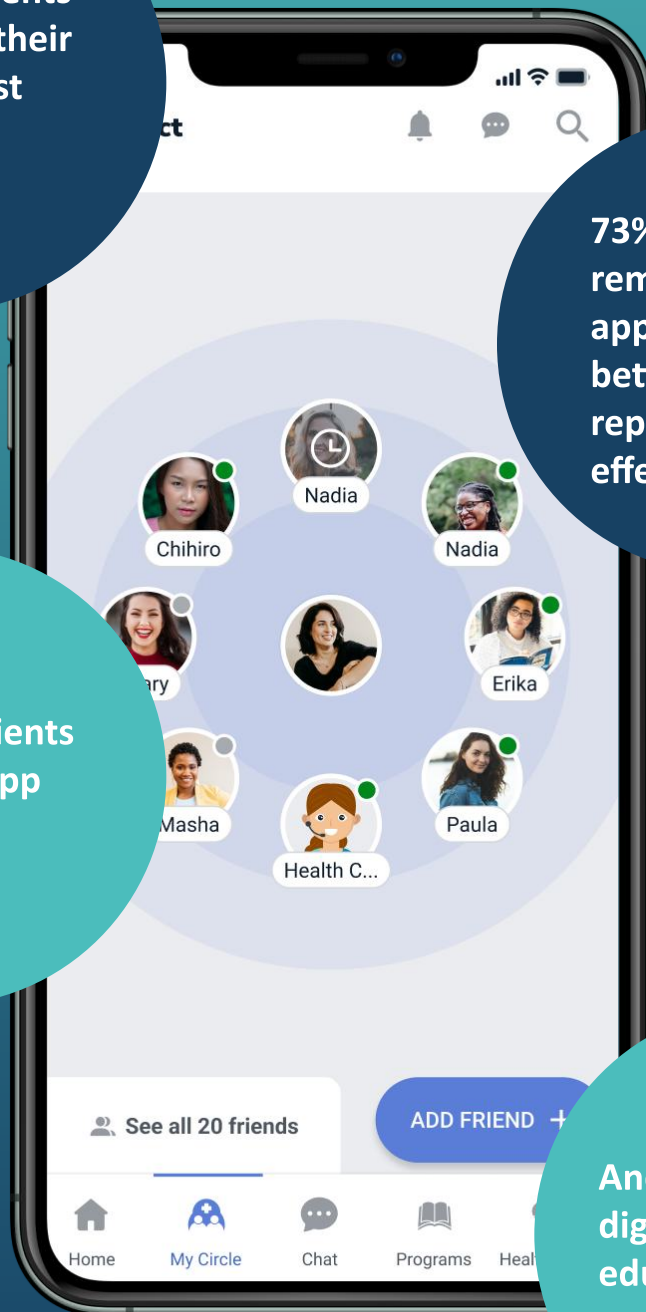
- AI matched patients for patient mentorship
- Proactively educate on side effects
- Push notifications for medication adherence & tracking
- PSP connectivity cross-validated patient status
- PSP ID used as gating mechanism

The results were unprecedented with:

**71% of patients  
staying on their  
therapy past  
the 8-week  
checkpoint**

**73% of patients  
remarking that the  
app helped them  
better manage and  
report their side  
effects**

**86% of patients  
using the app  
monthly**



**And 70% of patients  
digesting 4 or more  
educational health  
programs**

By integrating patient support effectively, pharmaceutical brand managers can create a holistic approach to patient care, building brand loyalty through a supportive community that goes beyond the medication itself.



## 5.2 Criteria for Vendor Selection

Selecting the right technology vendor to deliver patient support for drug therapies is a critical decision that can significantly impact patient engagement and treatment outcomes and affect your bottom line. First and foremost, it is essential to assess the vendor's experience and expertise in developing healthcare-specific solutions, particularly those tailored to pharmaceutical and peer support contexts. Look for a vendor with a proven track record in creating secure, compliant, and user-friendly platforms that prioritize patient privacy.

Consider the scalability and flexibility of the technology to accommodate potential growth and evolving needs. The vendor should demonstrate the ability to integrate seamlessly with existing healthcare systems, ensuring a smooth and efficient user experience for both patients and healthcare professionals. Compatibility with various devices and operating systems is crucial to maximize accessibility.

For example, within the RxPx Connect App, we use Natural Language Processing to capture Adverse Events (AEs) in the feed and group sessions. The user is notified that what they have typed may be an AE. The Adverse Event is then sent to the RxPx Community Manager. The Community Manager then completes the manufacturers AE process within 24 hours. Every month RxPx reconciles and reports on this data.

Within the context of a live chat with the Community Manager, if a AE is mentioned, the Community Manager follows the AE flow without triggering the Natural Language Processor.

Evaluate the vendor's commitment to data security and compliance with healthcare regulations. The platform should adhere to industry standards, such as HIPAA, to safeguard sensitive patient information. Additionally, assess the vendor's approach to ongoing maintenance, updates, and support, ensuring that the platform remains current with technological advancements and regulatory changes.



Seek a vendor that prioritizes user engagement by offering features like real-time communication tools, educational resources, and community-building functionalities. The effectiveness of patient support relies on an intuitive and interactive platform that encourages meaningful interactions among users.

Find a vendor who is leveraging AI to offer a digital health solution that is able to be tailored to each patient's needs, conditions, capabilities, and limitations. Unlike a one-size-fits-all approach, a customized solution uses Artificial Intelligence to create a patient model, which is then used to provide personalized services at individual, caregiver, and community levels. Adaptation and personalization through Artificial Intelligence in a digital health platform take various forms, including (but not limited to):

- Personalizing the support network to enhance patient support effectiveness.
- Capturing and monitoring the patient's journey, providing the right support at the appropriate stage.
- Utilizing AI to reduce the effort and cognitive load required for patients to access necessary services on the platform.
- Actively monitoring and tracking changes in patients' social, mental, physical, and wellness aspects to offer the necessary support.
- Using AI to create a safe and supportive online community, where patients feel secure and supported, thanks to community listening mechanisms.
- Employing AI to accurately predict patients' adherence and compliance behaviors, allowing for timely intervention when needed.

These diverse applications of AI in digital health highlight the commitment to offering care that is tailored to each individual, improving patient engagement and treatment effectiveness.

Lastly, gather feedback from other healthcare organizations or pharmaceutical companies that have partnered with the vendor. Understanding their experiences, successes, and challenges can provide valuable insights into the vendor's reliability, responsiveness, and overall performance.

By carefully evaluating these factors, pharmaceutical companies can choose a technology vendor that aligns with their goals, contributes to patient-centric care, and ultimately enhances the effectiveness of patient support on your therapies.



## 6. Return on Digital Investment

### 6.1 Long-Term Value for Pharma Brands

#### Improved Adherence

One of the primary drivers of long-term value for pharmaceutical brands lies in the improved medication adherence resulting from patient support integration. Additionally, patient support networks provide a platform for patients to share experiences, tips, and coping strategies, which promote patient compliance and persistence as well. As patients feel more connected and supported, they are more likely to consistently adhere to their prescribed drug therapies. The trick for brands is finding the right partner who can deliver more than just rented ad space or access to push tactics, but rather builds a solution around your brand, your patients, and supports your community with personalized attention at the time they are actively seeking answers.

*Value:* Higher medication adherence translates to increased/regular drug usage, ultimately boosting pharmaceutical sales and revenue. Reduced instances of treatment interruptions can also contribute to the long-term success of a drug in the market.



## Building Brand Loyalty and Trust

Integrating patient support with brand resources that align to both patient needs and their care team efforts, generates a trusted community. Patients who feel supported by their peers and the brand itself are more likely to remain loyal to that brand. Healthcare providers who feel as though their patients are being supported after they leave their office will also feel more affinity to that particular brand. Trust is a precious commodity in the pharmaceutical industry, and a positive, supportive community can significantly enhance a brand's reputation both amongst patients and healthcare providers.

*Value:* Increased brand loyalty leads to sustained customer relationships, higher customer retention rates, and positive word-of-mouth marketing. A trusted brand is better positioned to weather market fluctuations and maintain a competitive edge.

Simply, the integration of patient support into a pharmaceutical brand's approach to its market is more than a short-term solution for improving patient outcomes; but rather it is a necessary strategic investment in patient's health. Brands that have embraced this have realized as much as 90% increased adherence and supported patients to gain access to therapy at an astounding 13X faster than other more traditional support means. With enhanced therapeutic compliance building brand loyalty, and leveraging real-world data, pharmaceutical brands can more effectively navigate the evolving landscape of patient-centered care while elevating their market position. By recognizing the value of patient support, brands can forge lasting connections with patients, fostering a positive impact on both health outcomes and the bottom line.



## 7. Conclusion

As a brand manager in the pharmaceutical industry, you play a pivotal role in shaping healthcare technology, influencing advancements that impact patient care, treatment modalities, and overall healthcare outcomes. By aligning the integration of patient support with key indicators such as patient-centric outcomes, holistic patient care, regulatory compliance, and cost-efficiency, pharmaceutical brands can secure support, build trust, and position themselves as leaders in patient-centered innovation. In doing so, they not only enhance patient outcomes but also ensure the sustained success and growth of their brand in a competitive market.

By partnering with a reputable technology provider like RxPx, pharmaceutical brand managers can avoid navigating the time consuming and costly list of considerations of building and integrating a peer to peer system in-house. Learn how you can achieve this with RxPx. Contact us or book your [free demo](#).

### About Us - Stronger Together

The [RxPx platform](#) is designed specifically to help *life sciences companies deliver personalized support at scale. Using a unique combination of AI, machine learning and personalization, the privacy and regulatory compliant platform is used by pharmaceutical leaders, specialty pharmacies, providers, research organizations and patient associations in over 104 countries.*

[www.rpx.health](http://www.rpx.health)

[Get Demo](#)