Technology Enhanced Patient Engagement
It’s a Blockbuster!

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An HCL Technologies Company
Leonard Kish was correct. In 2012 he commented that, “If patient engagement was a drug, it would be the blockbuster drug of the century and malpractice not to use it.”

This was well in advance of today’s advocacy for more patient centered care and the availability of technology that is putting it within reach.

WHERE DID PATIENTS FIRST FIND A VOICE?

The life sciences industry is embarking on a fundamental shift from product to patient centric care. According to a recent article which appeared on clarines.com, patient engagement as we know it today started with the HIV/AIDS grassroots advocacy in the 1980s. In response, the FDA created an office to work with patient advocates which, in the 1990s, grew into the Patient Representative Program. Its mission was to inform regulatory decision makers through patient involvement in advisory panels and committees.

THE COSTS TO THE INDUSTRY AND THE PATIENT ARE REAL

The cost of medicine non-adherence is real. In a 2017 article by the NACDS (National Association of Chain Drug Stores), non-adherence is indicated in nearly 125,000 deaths, 10% of hospitalizations and costs to the healthcare system upwards of $289 billion each year. Additionally, studies often referenced by the NACDS suggest that 20–30% of medication prescriptions are never filled and approximately 50% of medications for chronic disease are not taken as prescribed.

We can’t deny that the patient’s journey is strewn with psychosocial, medical and cost barriers — all of which must be accommodated or overcome. However, non-adherence isn’t the singular responsibility of the patient or their HCP. While the pharmaceutical industry has been incorporating patient-centered practices within engagement and adherence programs for quite some time, the truth is that functional silos limit the ability of companies to fully adopt patient centricity at scale.

ELEMENTS OF AN EFFECTIVE PATIENT ENGAGEMENT PROGRAM

Every patient is unique! There are many factors that influence patient behavior — overall health of the patient; knowledge of the disease state; side effect profiles; age; gender; family circumstances; and socio-economic — each with different levels of influence at different intervals of the patient journey. Some patients may pair well with the overall profile of the patient population, others not so much. For programs to be successful, they need to recognize the fingerprints of a patient’s unique circumstances.
Poor communication often results in patients who feel that the program doesn’t reflect their needs, concerns, and expected outcomes. Enabling two-way communication is crucial. This means allowing ample opportunities and channels for feedback and tailored resources to be shared at the right time throughout the entire course of treatment. A basic principle to keep in mind when considering program communications is that patients don’t want to be “compliant,” they want to be empowered to take charge of their own health. Understanding the “whys” of a complex and lengthy treatment regimen will accelerate the patient’s transition from compliance to engagement — a win for the patient, HCP and the pharma brand as well.

Patient adherence methodologies come in a wide variety of shapes and flavors from the simple, like disease education pamphlets, to complex nurse coach interventions. As indicated in the Capgemini Consulting chart below (Extent of Use vs. Success Rate of Sample Interventions as Ranked by Respondents), frequency of use doesn’t correlate with success. It’s interesting to note that less frequently used methodologies that include “real people” like Pharmacists and Nurse Coaches are seen as most effective.
TECHNOLOGY HELPS OVERCOME THE SILOS

Organizational silos and disjointed communications within a company have detrimental influence on the delivery of an effective patient engagement program.

C3i Solutions recently completed a Pharmaceutical Industry Benchmarking Survey designed to provide a snapshot of the current patient engagement landscape for use in evaluating current programs and setting strategic direction. According to the survey findings, the top five challenges encountered by pharmaceutical companies in their patient engagement programs are: incomplete data and analytics; inability to track the patient’s complete journey; ineffective patient enrollment; technologies and capabilities; and detecting and handling adverse events.
Challenges Encountered in Patient Engagement Programs

- Incomplete data & analytics: 65%
- Inability to track the patient’s complete journey: 61%
- Ineffective patient enrollment: 35%
- Technologies & capabilities: 30%
- Detecting & handling adverse events: 30%

*Note: Percentages derived from multi-select survey question; responses will total greater than 100%*

Fortunately, technologies are available that can help with the most frequently-cited challenges. Intelligent case management technologies like MAX Case Management, powered by PEGA’s Customer Service for Life Sciences, allow patients and HCPs to experience seamless interactions across channels and devices without losing the context of the conversation. Elements of Medical Information, Assistance, Adherence, and Safety that cross boundaries (silos) between HCPs and Patients can be orchestrated and adapted across brands and therapies, at scale.

Direct interaction with patient engagement is a relatively new concept in life sciences. However another vital part of the healthcare ecosystem, the payers, have been doing outcomes based member engagement for a number of years. Pega's payer care management experience enabled them to build proven patient engagement best practices into their software allowing practitioners immediate access and use.
Multi-Channel Patient Engagement

When reviewing technologies for their ability to support your patient engagement requirements, the following functions and features should be top of mind:

- Ability to integrate data from any system of record, to improve service delivery and performance without duplication
- A system that is highly configurable and customizable, as no two programs or patients are exactly the same
- Built-in intelligence that automatically recommends the next-best action for the agent engaging the patient, based on relevant case data
- A 360 degree view of all patient data, available at the agent's fingertips. This creates a cohesiveness that allows the agent to more naturally and comfortably engage with the patient for effective person-to-person communication.
WHAT CAN WE SUGGEST?

The life sciences industry is embarking on a fundamental shift from product to patient centric care and for good reason. The cost of medicine non-adherence is real. As cited earlier, it’s indicated in increased rates of hospitalization, escalating costs and, unfortunately, higher rates of patient fatalities.

A variety of factors influence patient behavior – overall health of the patient; knowledge of the disease state; side effect profiles; age; gender; family circumstances; and socio-economic – each with different levels of influence at different intervals of the patient treatment regimen. We also know that organizational silos and disjointed communications within a company can inhibit the delivery of an effective patient engagement program.

The good news! When an intuitive technology is coupled with a holistic patient engagement program staffed with knowledgeable and empathetic nurse coaches, we can make a real difference in program performance and patient outcomes. Please consider the technology hallmarks of an effective patient engagement platform.

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- Built-in intelligence to systematically recommend the next-best agent actions based on case actual data
- A 360 degree view of all patient data, available at the agent’s fingertips to create a more natural and comfortably engagement with the patient.

*I think Leonard Kish got it right – “If patient engagement was a drug, it would be the blockbuster drug of the century and malpractice not to use it.”*

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Michael Dean is responsible for enhancing C3i Solutions’ technology infrastructure and leading the company’s service delivery and application development efforts.

Michael has nearly 20 years of service delivery and technology systems experience. Recently, he was a Service Delivery Executive at Capgemini where he led the delivery of global managed services. He has also held positions of increasing responsibility with Wyeth, Bearing Point, and Arthur Anderson, and was the Deputy Chief Information Officer for the City of Philadelphia. Michael has an MBA from Temple University and a BA in Economics from The Pennsylvania State University.
ABOUT C3I SOLUTIONS

C3i Solutions, an HCL Technologies Company, is a multi-channel customer engagement services provider, specializing in global, high-touch consumer, patient, and end-user management. For the past 35 years, our unique, multi-channel approach and experience in highly regulated industries have made us the partner-of-choice for some of the world’s most trusted brands. With a strategic focus on innovation, we excel at protecting our clients’ brands, while maximizing productivity and cost efficiency.

To learn more about C3i Solutions and our global patient engagement services, please visit www.c3isolutions.com.

SOURCES

http://www.fastercures.org/reports/view/68
https://www.clariness.com/blog/a-short-history-of-patient-centricity