Effective use of Omnichannel Technologies to Implement Patient Support Program (PSP)

Practioner's approach

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Abstract – **Patient Support Programs (PSPs) have become an integral part of the modern pharmaceuticals and healthcare industries, offering numerous benefits to patients undergoing prescribed drug treatment. These programs provide essential services designed to assist patients in managing their conditions, adhering to their treatment plans, and improving overall health outcomes. The following article describes the importance of PSPs and how they can be implemented using omnichannel technology leading to increased efficacy of the prescribed medicines.**

Keywords— **21 Patient Support Program, Healthcare Professionals (HCP), Smoking cessation, Diabetes Patient Support management, Oncology Patient Support, Drug company, Drug efficacy, Omnichannel Technology, Web sites**

I. INTRODUCTION

Patient Support Programs (PSPs) have become an integral part of modern Life science, pharmaceuticals and healthcare industries, offering numerous benefits to patients undergoing prescribed drug treatment. These programs provide essential services designed to assist patients in managing their conditions, adhering to their treatment plans, and improving overall health outcomes. The following article describes the importance of PSPs and how they can be implemented using omnichannel technology leading to increased efficacy of the prescribed medicines

This article describes what is PSP, its components, its benefits, potential applications across industries, typical implementation using Omnichannel technologies such as Web technologies, Email notification, Mobile based SMS/text notification and calls with persons. The article also provides a case study and tangible benefits

II. ABOUT PATIENT SUPPORT PROGRM

Patient Support Program (PSP) is a service typically designed to help patients navigate the complexities of their medical treatments and improve their overall experience. These programs are typically offered by pharmaceutical companies, medical device manufacturers, or healthcare organizations1.The subsections provide importance of PSP and typical components involved in PSP.

A. Enhacing patient education

Education is a critical component of patient support programs. Many patients may not fully understand their conditions or the importance of adhering to their treatment plans. PSPs provide educational materials and resources to help patients gain a better understanding of their health and the role of their prescribed medications. This knowledge empowers patients to take an active role in their treatment and make informed decisions about their care.

B. Improving adherance and compliance

One of the primary goals of PSPs is to improve patient adherence and compliance with their prescribed drug treatments. Non-adherence to medication regimens is a significant issue in healthcare, leading to suboptimal treatment outcomes, increased healthcare costs, and reduced quality of life for patients. PSPs employ various strategies to encourage adherence, such as medication reminders, personalized follow-up, and educational resources

C. Offering emotional and psychological support

Living with a chronic condition or undergoing a long-term treatment can be emotionally and psychologically challenging for patients. PSPs often include support services such as counseling, support groups, and access to mental health professionals. These services help patients cope with the emotional toll of their conditions and treatment, reducing stress and improving overall well-being

III. TYPICAL COMOPNETS OF PSP

Effective PSPs are multifaceted and tailored to meet the unique needs of each patient. The following are key components that contribute to the success of these programs.

A. Personalised Care Plan

Personalized care plans are a cornerstone of effective PSPs. These plans are developed based on the individual needs and preferences of each patient. They consider factors such as the patient's medical history, lifestyle, and treatment goals. Personalized care plans ensure that patients receive the most appropriate and effective support for their specific circumstances

B. Medication Management

Medication management services are crucial for helping patients adhere to their treatment regimens. These services can include medication reminders, pill organizers, and automated refill services. Additionally, pharmacists and healthcare providers may offer one-on-one consultations to review medication schedules and address any concerns or questions patients may have.

C. Access to Healtcare Provider

Access to healthcare providers is an essential component of PSPs. Patients should have easy access to their healthcare team, including doctors, nurses, pharmacists, and other specialists. This access enables patients to receive timely medical advice, address any issues that arise during treatment, and make necessary adjustments to their care plans

D. Financial Assistance

The cost of prescribed drug treatments can be a significant barrier to adherence for many patients. PSPs often include financial assistance programs to help patients afford their medications. These programs can provide co-pay assistance, discounts, or even free medications for eligible patients. By reducing the financial burden of treatment, PSPs help ensure that patients can consistently adhere to their prescribed therapies.

IV.   OMNICHALLENL TECHNOLGY APPROACH TO IMPLEMENT PSP

The PSP along with its components can be implemented using the omnichannel technological implementation in collaboration with efficacy drivers of prescribed medicines.

A. General Approach

Figure 1 below illustrates a typical approach. Note this is a generic illustration which needs to be specialized for a given PSP considering the efficacy driver of the medicine itself

B. Omnichannel Technologies

The table 1 shows a typical use of technology to implement critical PSP Components

PSP Component	Technology
Personalized Care Plan	Web based Site, Mobile based application
Medication Management Plan	Web based Site, Mobile based application
Access to Healthcare provider	Email, Web based site, Call center
Financial Assistance	Web based site
Emotional and Psychological help/support	Email, Mobile SMS/Text,
Status Tracking, Adherence and Compliance	Web based site, Mobile based application, Call center
Cutover and maintain	Web based site, Mobile based application, Call center

Table 1. Applying Omnichannel technology for PSP components

Figure 1: Typical Omnichannel technology Set up
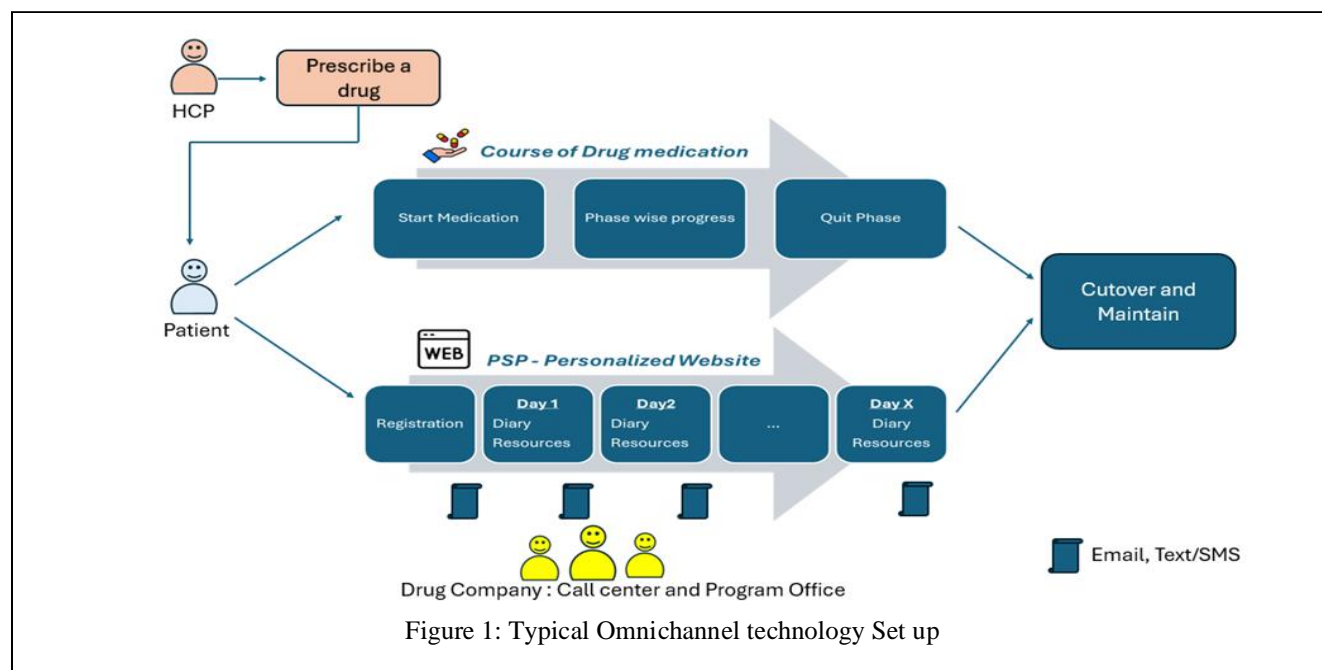
C. Realization

The key aspect of PSP is to understand the physiological and psychological symptoms that a patient may be undergoing after he starts with a prescribed medicine. The underlying data be used from clinical trial results and observations and subject to appropriate regulatory Authority's approval.

The journey of PSP starts when HealthCare Professional (HCP) typically prescribes medicine and encourages patient to enroll in PSP.As patients continue to go through the course of medicine, the PSP can support to motivate, guide for any symptoms, track the progress and offer any help required.

PSP may be implemented in Web based site or Mobile applications. Such can be personalized based on a patient's preferences, geography and specific day of prescription journey. Such technological solution may offer motivation, educate patient about the symptoms and enable quick help, Do's and Don'ts and any other specifics applicable for the medicinal efficacy

Along the journey, technology can be implemented to provide notifications to the patient via email, mobile based SMS/Texts or call back. Such notifications can be reminders, motivational content, progress, other important aspects to be designed by PSP specialists

Also, technology be implemented to allow patients interact directly via web based meetings or virtual meetings and calls with designated Call center or pharmaceutical company's PSP PMO for any queries or help required

This end-to-end PSP can be realized effectively by use of omnichannel technologies to increase overall efficacy of the drug

V. APPLICATIONS OF PSP IMPLEMENTED BY TECHNOLGY

There is huge potential of applications of implemented PSP especially in Pharmaceutical and Healthcare industries. The well thought and interactive PSP have been known to increase efficacy of prescribed medications or treatments

Below are some of the applications

Diabetes Management Program:

A diabetes management program was implemented to support patients with type 2 diabetes. The program included personalized care plans, regular follow-up appointments, and educational resources on diet and exercise. Patients in the program experienced significant improvements in their blood sugar levels, reduced the incidence of complications, and reported higher satisfaction with their care.

Oncology Support Program:

An oncology support program was designed to assist cancer patients undergoing chemotherapy. The program provided medication management services, access to mental health professionals, and financial assistance for treatment costs. Patients in the program reported better adherence to their chemotherapy regimen, reduced stress levels, and improved overall well-being.
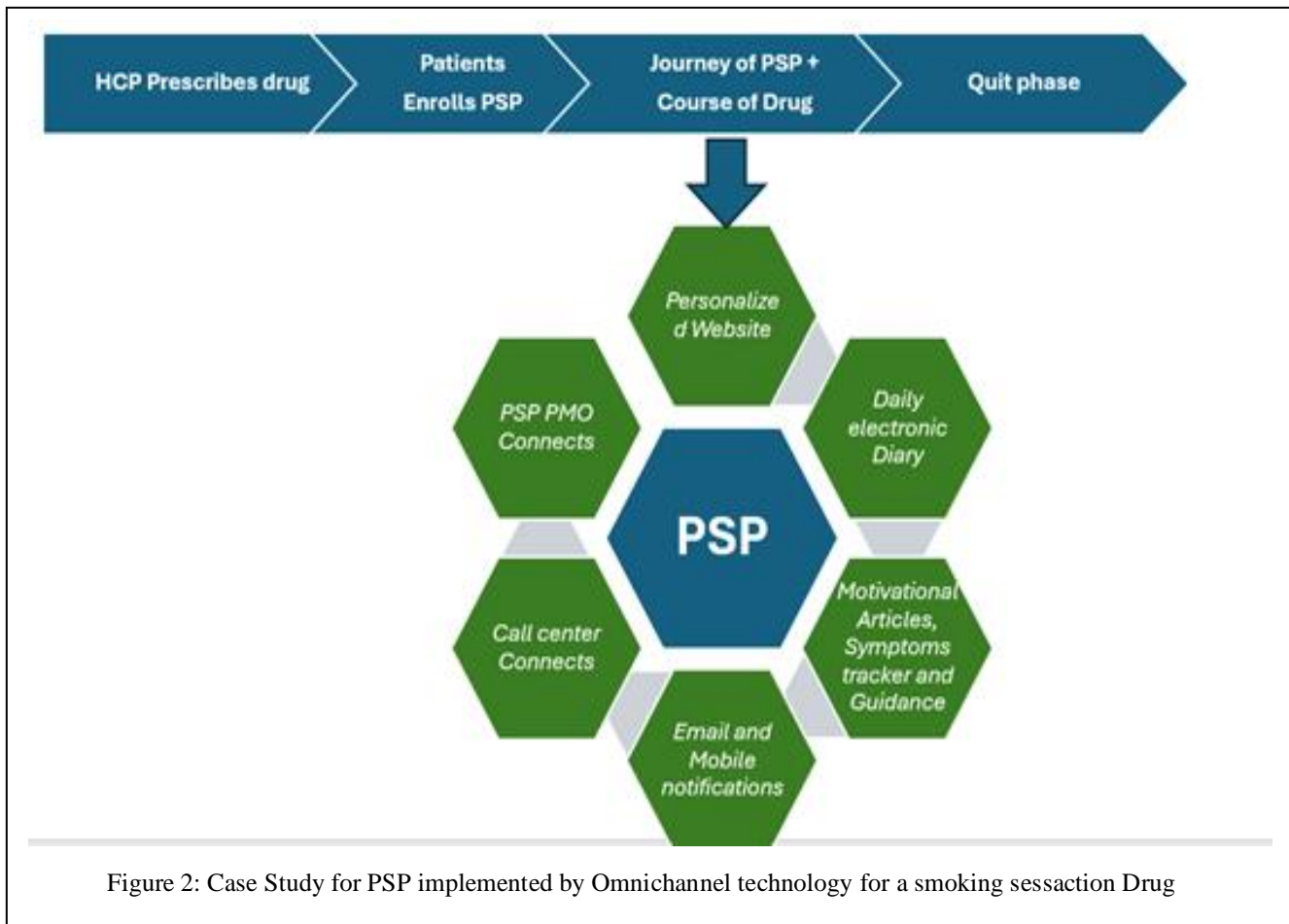
Smoking Cessation Patient Support Program

A smoking cessation PSP was implemented to support patient along with the prescribed drug journey. The program helped patient to quit smoking much before than designated period and it helped patients to keep motivated in long run. This has been also explained below section of Case study

VI. CASE STUDY

One of the largest and global Pharmaceutical Company (Annual Revenue of FY'24 exceeding USD 60 BN) has successfully implemented Patient Support Program to offer behavioral support during the prescription course of a block buster smoking cessation drug.

The PSP journey starts along with drug prescription by HCP followed by registration and following the PSP. The efficacy of such drug has been proven highly successful where patient is fully engaging in the PSP program though the journey. The same has been summarized in Figure 2.

Figure 2: Case Study for PSP implemented by Omnichannel technology for a smoking sessaction Drug

BENEFITS

It was observed during the clinical trial phases and the actual reports that patients taking drug and following PSP diligently using its omnichannel technology implementations, are able to reach the Quit phase much faster before 16 weeks than patients taking medications but not following PSP schedule. This confirms the importance of PSP to establish drug efficacy.

VII. CONCLUSION

PSP plays a crucial role in enhancing patient care and compliance during prescribed drug treatment and overall drug efficacy. This article explains the importance of PSP, key components of PSP and how omnichannel technology be leverages for its successful implementation along with a case study. The applications are endless to identify and design a strong PSP and its omnichannel technology implementations across pharmaceutical and healthcare and relevant industries which rely heavily on patients to not only use the product diligently but offer support during the course of usage journey

VIII. REFERENCES

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