

IMPROVING ADHERENCE THROUGH EFFECTIVE PATIENT ENGAGEMENT

**YOUR SOFTWARE AND DATA ARE THE KEYS TO
EFFECTIVE PATIENT ENGAGEMENT THAT DRIVES
ADHERENCE**

ADHERENCE IS A WORLDWIDE CHALLENGE

Medication non-adherence and not staying on therapy continue to be among the most widespread issues faced by the pharmaceutical industry. According to the [U.S. Centers for Disease Control](#), approximately 50 percent of people with chronic illnesses stop taking their medications within one year of being prescribed. While medication non-adherence is having a significant negative effect on patient health outcomes, it also is having a profoundly negative impact on revenue and perceived value of a pharmaceutical company's branded medications. Industry research expert [Fierce Pharma](#) indicates that the global pharmaceutical industry loses more than \$600 billion a year in revenue from medication non-adherence – with \$250 billion lost in the United States alone.

It is globally recognized that medication non-adherence is a substantial hurdle that demands significantly more focus, and similarly with many other markets, it is less costly to keep an existing customer than to acquire a new one – and the pharmaceutical and life science industries are no exception. The reality is that solving medication non-adherence and keeping patient on therapy can improve patient outcomes, generate real-world evidence to appeal to payers/regulators, and increase revenue.

This is a significant worldwide issue that we believe can be meaningfully, and measurably, improved through implementing better patient engagement supported by: (i) a powerful and flexible digital automation software platform; and (ii) making the commitment to ensure that the software platform is powered by accurate and pertinent data.

A POWERFUL PATIENT ENGAGEMENT PLATFORM IS A REQUIREMENT

Almost all pharmaceutical organizations, biotechs, product companies, device manufacturers and specialty pharmacies have some form of patient engagement software or service either already implemented or strategically part of their go-to-market and commercial roadmap, with a primary goal of increasing overall patient satisfaction that ultimately will improve and foster adherence.

Patient engagement software refers to a wide range of digital systems and solutions, in-house and third-party, implemented to proactively engage and support patients at the start of, and throughout, therapy. It should provide the necessary tools to encourage and support their participation as well as self-management of the decision-making in their healthcare journey, to drive better outcomes.

Effective patient engagement and support (extending a “digital helping hand” to your patients) hinges first on having a powerful software platform that captures and aggregates pertinent data from internal and external sources while continuously generating valuable data as it grows. It should be cloud-based, live where you need it to operate (self-hosted or vendor-hosted), and should not under any circumstances be a one-size-fits-all approach.

You do not need a rapid-development or low/no-code platform, which carries inherent limitations and adds unnecessary costs. The platform must (i) be fully configurable, (ii) be able to integrate easily with internal and external systems and data sources, (iii) support a host of user types and interfaces, and (iv) take advantage of new commercially available ancillary products and services. If outsourcing your patient engagement and support to a care management company or hub service provider cannot meet these requirements, then a consideration should be made to look elsewhere for this support or bring it in-house under your direct control.

While having a powerful software platform and/or working with an accommodating third-party vendor for these services is key, truly understanding your data is paramount to your success. While this may be a familiar topic, the concepts we will explore below are critical components that can help you understand how to attack this area to establish and maintain an ongoing, accurate view of your patient engagement success.

YOUR DATA IS A FOUNDATIONAL COMPONENT TO SUCCESS

While it is a cliché, a fundamental premise to an effective data strategy is – garbage-in, garbage-out – because you cannot make assessments and critical decisions using sub-par or incomplete data. A clean, rich, and strategically-connected data foundation, along with a dynamic living, breathing patient engagement data management strategy, are critical cornerstones for making informed decisions that will have a profound impact on improving patient satisfaction and driving improved adherence.

It is critical that you understand your data - its source, context, integrity, and frequency - as its value is predicated on your organization's ability to understand and use this data to the fullest extent. By striving for the above, you can significantly increase your level of confidence in how effective your patient engagement process really is, which in turn will have a significant impact on adherence.

Regardless of the level of digital automation you have, if you do not have the appropriate data generation, collection, validation, and aggregation mechanisms in place, it can quickly become difficult to set achievable goals, put actionable plans in place, and have a high degree of confidence that automation will improve patient satisfaction and adherence.

There are many cloud-based tools that can do this data management (the plumbing and wiring) - that is the easy part - but the most important part is relational data intelligence (understanding the data sets and how you use them). It all starts with your systems' ability to effectively ingest and use this data while also generating new data elements that will allow you to create and maintain a real-time assessment from a top-down vantage point.

DRIVING ADHERENCE

Improving adherence will not happen on its own nor accidentally – it’s an ever-evolving paradigm that requires a very high level of focus and attention. It requires an organization having command over its patient engagement processes (systems and software) and a complete understanding and control of the data that drives these systems, and the ability to define and expand the data they generate. Without this level of control and transparency, things can go off course and inaccurate or incomplete assessments can lead to sub-par decisions.

We all want to accelerate digital health innovation in our organizations (patient engagement software included), but your data must be ready to support this acceleration as they are the pillars on which success can be achieved. A hyper-focus on patient interaction data sources (up and downstream) is imperative because of the profound impact it will have on interpreting where you stand, and it will give you the ability to adjust and improve processes to efficiently meet or exceed adherence goals.

As we go head-first into new advanced, tech-driven solutions powered by AI-based software and more powerful analytics engines, it will become increasingly imperative that significant care for your data be a top priority, starting with up-stream data management.

WHERE TO START

A great starting point is to understand how adherence is perceived and managed within your organization, the metrics created and on what data sets these are generated from, and how you organizationally address a perceived patient engagement or adherence problem.

There are more data sets and sources than we could dive into here, but key examples include transactional, operational, workflow, and audit trail data sets, all generated by patient engagement interactions leveraging the various systems that make up your patient engagement ecosystem.

Once you're comfortable with the data and have confidence in its sources and accuracy, then you can become more proactive with your actions to look for trends, anomalies, and other analytical insights that will allow you to tap into the right combination of data sets to aid you in making predictions about your organization's patients - their journey, experience, and therapy retention - and put you in a better (data-informed) position to begin making recommendations on both patient engagement journey/processes as well as adherence considerations.

In an interesting way, the patient engagement data sets comprise a quasi-real-world-evidence (RWE) amalgamation of data, and when combined with other patient interaction data, can be merged into a powerful data-centric foundation from which you can view, analyze, assess, and define next best actions according to the insights and analysis produced from this repository. This RWE-based angle is a powerful and dynamic cohort that can provide a 360-degree view of what's happening to patients who share a diagnosis as they move throughout the patient engagement, support, and healthcare ecosystem.

Without continuously focusing on your data, organizations are skipping a critical step in managing patient engagement and overlooking a significant opportunity to improve adherence. Regardless of the technology and systems you have (legacy or modern), the intent and quality of your data is essential and foundational for everything that follows.

MOVING FORWARD

Your patient engagement software should be powerful and configurable – but not costly nor complex. Data management is becoming a commodity – and it should always be about data quality, not data structures. And last, but certainly not least, your vendor should be your partner and help you navigate the way to a powerful patient engagement and support ecosystem that helps increase patient satisfaction to drive adherence.

Frontier is a leading digital automation software and data solutions company serving the Life Sciences and Healthcare industries. We are a global organization, and we continue to expand our physical and digital footprint to meet client demands. We pride ourselves in partnering with our clients to provide subject matter expertise and value in the powerful solutions on which our clients can grow.

Our flagship software product Patient-Focus™ is a cloud-based fully-integrated patient engagement and CRM support solution that delivers the power and flexibility required to support and grow with an ever-changing patient engagement environment. It is integrated with Data-IQ™ our fully-configurable patient engagement data platform.

Please visit our website at www.frontierbpm.com

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