

WITH YOU TODAY

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Clarissa Crain

Managing Director
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PATIENT DNIHL

PATIENT ENGAGEMENT

Communications

Events

Non-Branded

Market Research

PATIENT ORGANIZATIONS

Engagement

Advocacy

Sponsorships / Donations

NON- FINANCIAL PATIENT SUPPORT

Clinical Support

CONTRACTING W/PATIENTS

Patient Ambassadors

Social Media Influencers



demonstrative, not exhaustive

ACCESS SUPPORT

Patient Assistance Programs

Co-Pay / Coupons / Voucher

Starter and Bridge Programs

Other Reimbursement Services

DEI

Health Equity and Social Determinants of Health (SDOH)

Clinical Trial Diversity

PATIENT PROTECTIONS

Patient Safety

Patient Privacy

Patient Data Security & Usage

PATIENT JOURNEY



0. HEALTH ACCESS

Efforts taken by Life Science Organizations to bring equity and access to patients across the healthcare ecosystem



1. DIAGNOSIS

Patient is determined to have a specific disease state requiring intervention



2. SELECTION of TREATMENT / THERAPY

Patient and their HCP select the best treatment / therapy option for the patient



HCP writes the



prescription for the selected therapy



5. TREATMENT

Patient receives course of therapy

END THERAPY



6. RECOVERY / MAINTENANCE / THERAPEUTIC ESCALATION

Patient completes therapy or otherwise goes onto other care

4. COVERAGE / ACCESS

Access or coverage to fulfill prescription is secured by patient



COMPLIANCE PROGRAM DESIGN ELEMENTS



THANK YOU

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