

Increase Patient Adherence and Do More With Less

Pharmaceutical Call Centers Empower
Patient and Caregiver Support Programs



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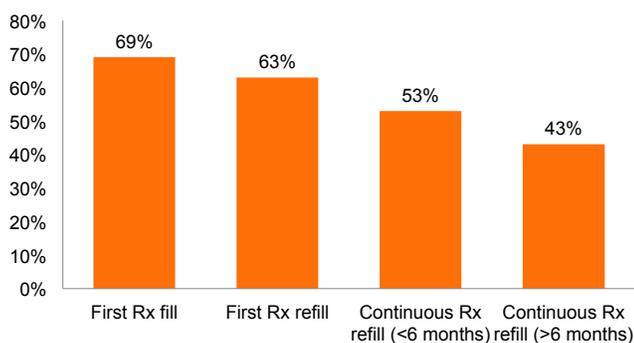
Do More with Less

Patient adherence is a hot issue in the healthcare industry, and it touches on all aspects of the industry including payers, healthcare providers, life science companies, and patients. The general theme in the life sciences industry is “do more with less”. A significant opportunity for the life science industry to “do more with less” is to increase patient adherence to treatment.

All chronic conditions have high rates of patient noncompliance. It is commonly reported that patient compliance to therapy averages around 50% to 65%. According to a recent report by Capgemini Consulting, titled “**Patient Adherence: The Next Frontier in Patient Care,**” only 69% of patients fill their first prescription. Only 43% of patients that start a prescription therapy are continuing that therapy 6 months later. This has a profound impact on future healthcare costs as these patients typically have additional healthcare issues in the future related to earlier episodes of non-compliance to treatment.

Patient non-compliance is a significant problem for the life science industry. On average, it costs six times more to attract new patients than it does to retain existing ones.

Average Adherence Rates Across Duration of treatment



Source: Capgemini Consulting Technology Outsourcing. Patient Adherence: The Next Frontier in Patient Care. 9th edition, 2011.

On average, it costs six times more to attract new patients than it does to retain existing ones.

Life science companies set aside large budgets to acquire new patients. However, rather small budgets are allocated to retain patients on treatment. A focus on patient and caregiver support has a positive impact on adherence and eventually brings increased revenues and cost-savings.

At Tunstall Americas we have seen adherence rates increase by 10% to 15% after a patient support program is implemented and maintained for approximately one year. In most industries it is a commonly accepted principle that it is less expensive to retain customers (patients in this case) than it is to acquire new ones. Additionally, patient and caregiver support programs build relationships, create value, and demonstrate the company’s commitment to improving patient outcomes and quality-of-life. In the era of “do more with less” this is a necessity.

Increasing patient adherence is a win:win:win situation, and there are three primary reasons...

1. Patients gain better health and quality of life
2. Payers decrease expenses treating healthcare issues that arise from patient non-compliance
3. Life science companies retain patients on their products

Valuable patient and caregiver support programs focus on the patient and help patients meet their needs and overcome challenges. Patient and caregiver support programs are particularly effective in these situations...

- Treating a chronic condition
- Dosing or administration is complicated or challenging
- Low rates of patient retention
- Good patent life (ie, 5 years or more)

Think Strategically: Patient Adherence is Part of the Value Proposition

The first step in developing and implementing a successful patient support program is to think strategically. Ideally, this is early in the product's development; however, patient support programs can benefit a product that is well into clinical development or post-launch. The key area to evaluate for mature products is whether or not there is enough time to develop and implement the program, launch it, and allow it to gain momentum to a point where the investment can be recovered.

Successful patient support programs provide value. Start with a focus on the patient and understand their needs and behaviors in managing their condition/disease and treatment. Understand what behaviors they exhibit and why. Understanding the patients and their treatment journey is at the center of the process of developing targeted and personalized approaches that support patients in meaningful ways. Targeted and personalized approaches build a sense of value, commitment, and trust with patients. If patients are able to overcome challenges they will stay on therapy, which provides them with greater quality of life and decreases healthcare costs.

Patient compliance to therapy averages around 50% to 65%.

The graphic below depicts the process for integrating insights on patient behaviors and needs with disease management challenges and treatment challenges. Integrating these insights will lead to a meaningful patient support program.

Patients Demand Personalized Experiences

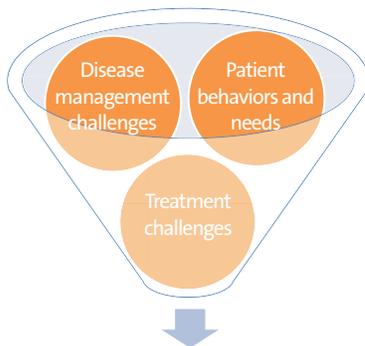
Patients are looking for information to help them manage their health conditions, and life science companies have the knowledge to be a trusted source of information. Patients are using online resources and networks for healthcare education and support. This is driving the demand for personalized materials and educational experiences. Patients no longer will settle for materials developed for the masses. Rather, they demand information that is specific to them, their condition, and needs.

Opportunities for delivering customized information abound. Some of the newest trends being used in patient adherence programs include:

- On-demand live call center support
- Online resources through websites and social networking sites
- Click-to-chat support through websites
- Mobile sites and applications
- Vital sign monitoring devices

The heart of a successful patient adherence programs is communication. Pharmaceutical call centers are an invaluable resource to provide 24/7 access to live operators to answer questions. Our operators and health coaches speak with patients on a daily basis, and they have invaluable insights into the areas that are most challenging and concerning for patients and caregivers. An added benefit of a pharmaceutical call center is the ability to quickly process requests for educational

Strategic Patient Support Program Model



Meaningful patient support program

materials and follow-up with patients to remind them about appointments and prescription refills.

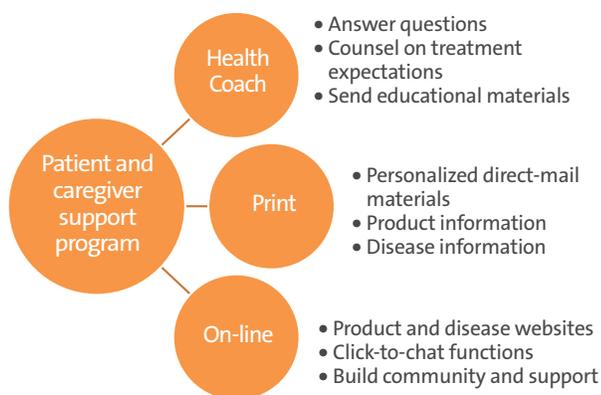
Online resources play an important role in effective patient adherence programs. Online resources such as websites, click-to-chat support, and social networking sites are ideally suited to provide individualized and targeted information based on patient characteristics. However, many life science companies have been reluctant to move quickly and deeply into providing online resources given concerns about regulatory consequences if off-label requests or information is presented. In December 2011 the FDA released [guidance](#) to industry on responding to unsolicited requests for off-label information from patients. In this document, the FDA recognizes that life science companies are capable of responding to requests about their own products in a truthful, non-misleading, and accurate manner. Additionally, the FDA recognizes that there is benefit and value for life science companies to respond because they know their product the best. The FDA is placing trust in life science companies to provide off-label information appropriately and with integrity.

and desires will drive the selection of the most effective channels.

Mobile applications are becoming increasingly more often used to access information, communicate alerts about a particular product, and provide reminders to patients about appointments and refills. Take the time to understand if patients taking your product are likely to retrieve information via mobile devices. If they will, it's worth the investment to develop materials specifically suited to mobile viewing.

Additionally, consider if vital sign monitoring devices (known as telehealth devices) can add value to your patient support program. There are several devices available on the market and they can monitor a patient's blood glucose levels, heart rate, blood pressure, oxygen saturation, and temperature in the convenience of their homes. These vital sign monitoring devices provide physicians and healthcare providers with timely information on a patient's condition and allow them to make immediate changes if necessary. These devices are becoming more widely used and the impact they can have on a patient's health today is profound. Additionally, a number of studies have been completed in the US and Europe that demonstrate that telehealth products can decrease future healthcare expenses.

Channels for Delivering Information



The graphic above depicts the various channels patient adherence programs can use to deliver patient support and information. Patients' communication preferences

7 Critical Success Factors for Successful Patient Support Programs

Patient support programs offer significant opportunities for patients, healthcare providers, and life science companies. There are seven critical success factors for implementing successful patient support programs, and they include...

1. Elevate patient support and adherence to be a driver in the business. Patient adherence rates are low (on average around 50 to 65%) and opportunities abound to increase patient adherence and to retain patients on therapy.
2. Establish clear goals for the patient support program. Patient support is part of a product's

value proposition. Ideally, consider patient support and adherence early in product development. For products on the market, don't rule out patient support programs as a significant opportunity. It is never too late to support patient adherence.

3. Appoint an owner. To ensure success there needs to be someone driving the program and accountable for its results whether in-house or as an outsourced program manager.
4. Understand the patient journey. Patient adherence is a complex issue and requires a thorough understanding of the root causes of discontinuing treatment. Develop a holistic view of the behaviors and challenges in treating the condition.
5. Segment patients based on their desire to manage their condition (otherwise known as patient activation). Use the Patient Activation Meter (PAM) to understand an individual's patient activation score. Next, focus on the patients most interested in managing their condition. Spend your time and resources reaching out to the "right" patients and understanding their needs.
 - For more information on the [Patient Activation Meter](#), developed by Judith H. Hibbard and James J. Cunningham, you can find it on the website for The Center for Studying Healthcare System Change. This is a good resource for gathering information on patient activation in various disease states.
6. Engage patients through meaningful experiences. Understanding the patient journey and those patients that want help, allows the patient adherence program to provide more effective and meaningful materials and support to patients. Meaningful engagement drives compliance and adherence.
7. Collect data and continuously improve the program. Analyze the data and act on the learning's.

At Tunstall Americas we see adherence rates increase 10% to 15% when a patient support program is implemented.

Closing Thoughts

The future of patient support is centered on empowering patients to take an active role in managing their health. Patients need information, support, and guidance from their physicians and healthcare providers. This can be an overwhelming task for physicians and healthcare providers given the demands on their time. Opportunities exist for life science companies to provide information and educational materials through impactful programs that help patients manage their condition/disease and continue treatment.

Solutions from Tunstall Americas

Tunstall Americas is a leading provider of independent living technologies and 24/7 health care communication services to connect individuals, caregivers, and healthcare providers to empower better health. Tunstall Americas provides innovative products and services to enhance patient care, improve outcomes, and increase operational efficiencies for hospitals, medical centers, health systems, payers, and life science companies.

In December 2011 Tunstall Healthcare Group, a leading telehealth and telecare provider based in the United Kingdom, acquired AMAC forming Tunstall Americas. The primary focus for both entities is to promote better health and independent living through technology, devices, and communication services. The combination of Tunstall's exceptional engineering and manufacturing capabilities complement Tunstall Americas's high-touch communication and monitoring expertise.

Tunstall Americas is focused on helping build and maintain relationships with patients, caregivers, and healthcare providers to drive awareness and knowledge,

Patient support in the future will center on empowering patients to actively manage their health.

support patient adherence, and empower patients to take charge of their health. We work closely with each client to develop customized solutions for all call center needs and deliver exceptional results. We have helped a number of clients design and build successful patient and caregiver support programs.

At Tunstall Americas, we are in a unique position to support patient support and adherence programs. Tunstall Americas offers a wide-variety of personal emergency response and telehealth devices that can be used in the home-setting, and provide 24/7 monitoring

and click-to-chat support services to provide support, information, and educational materials to patients, providers, and payers.

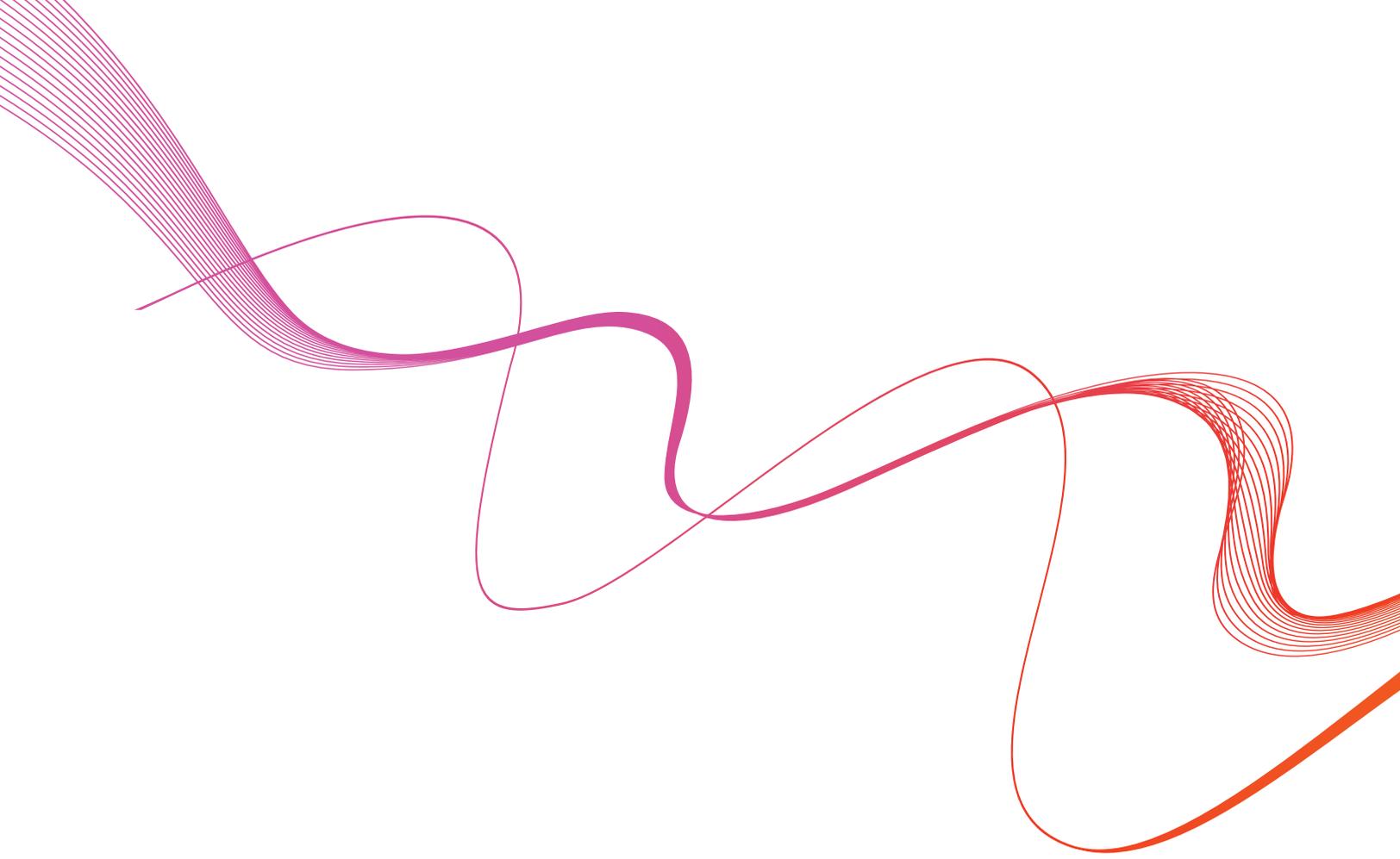
We believe in “super serving” our clients. We take the time to understand the needs of our clients and to provide customized solutions. You won’t find a “one-size-fits-all” approach at Tunstall Americas. Please visit www.tunstall.com to learn more about our services.

For more information, please email USinfo@tunstall.com.

Sourced Links:

[Patient Adherence: The Next Frontier in Patient Care](http://www.capgemini.com/services-and-solutions/by-industry/life-sciences/vision-and-reality/guidance), <http://www.capgemini.com/services-and-solutions/by-industry/life-sciences/vision-and-reality/guidance>, http://google2.fda.gov/search?q=cache:KhAGkXSNSVcJ:www.fda.gov/downloads/Drugs/GuidanceComplianceRegulatoryInformation/Guidances/UCM285145.pdf+guidance+to+industry+AND+unsolicited+requests&client=FDAgov&lr=&proxystylesheet=FDAgov&output=xml_no_dtd&ie

[Patient Activation Meter](http://hschange.org/CONTENT/1019/), <http://hschange.org/CONTENT/1019/>
[www.TunstallAMAC.com](http://www.tunstallamac.com/), <http://www.tunstallamac.com/>



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