# Understanding and Addressing CRITICAL BARRIERS

How new technologies can help patients overcome access, affordability and adherence hurdles.



When it comes to starting and staying on therapy, patients face a growing number of barriers that can impede initial access, coverage, payment and adherence to their prescribed medicines. How can pharmaceutical manufacturers help patients address these hurdles? By designing patient-centric support programs that provide solutions to patients who need them most.

## The Barriers

Achieving healthier outcomes with targeted patient support starts with understanding the burdens patients face throughout the treatment journey.

#### ACCESS & COVERAGE

Just accessing a specialty therapy can be an obstacle in itself.



#### 30 days

Prior authorization can cause fill delays of up to 30 days (even when patients can afford their meds)<sup>1</sup>





#### Non-adherence

Treatment delays from unfilled prescriptions are often predictors of non-adherence<sup>2</sup>



**40%** of patients forego treatment when PA is required<sup>3</sup>

#### Nearly 40%

of U.S. adults have high-deductible health plans,<sup>4</sup> making it essential to quickly determine treatment eligibility and co-pay amounts to avoid "sticker shock" at the pharmacy or physician's office

#### COST & PAYMENT

Patients today face more financial hurdles than ever when it comes to accessing medications. And they're making tough decisions about starting and staying on therapy.



#### **in 4** rescriptions is aba

prescriptions is abandoned during the deductible period<sup>5</sup>



#### 4x

Patients having a co-pay of \$50 were nearly 4x more likely to abandon a prescription at a pharmacy than patients paying \$10<sup>6</sup>

#### MEDICATION ADHERENCE





### Health education

is crucial so that patients understand their medication regimen and how to manage any adverse effects<sup>8</sup>

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Just 53%

of adults have intermediate health literacy (can read instructions on a prescription label and determine what time to take medicine)<sup>9</sup>



74% of patients would be most receptive to outreach when they are about to start a new medication<sup>10</sup>



## More than 1/3

of U.S. consumers are interested in receiving text message reminders from their doctors to take prescribed medicine<sup>11</sup>

# Considerations for Designing the Right Solutions

# 5.5

To improve adherence effectively, there is a need for a **tailored approach** based on the type and cause of non-adherence and the specific needs of the patient.

Patient Preference and Adherence Journal<sup>12</sup>

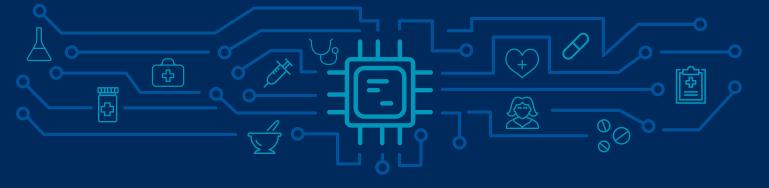
There is no universal solution to improve adherence. However, growing evidence suggests that combining approaches that are tailored to **address a patient's specific adherence barriers** 

or challenges may equip patients with the understanding and tools they need to successfully engage in medication adherence.

NEJM Catalyst<sup>13</sup>

# Technology's Role in Removing Barriers to Treatment

When used effectively by expert counselors, technology can break down some of today's biggest barriers—accelerating speed to therapy and improving the experience of patients and providers, and ultimately helping patients stay on their treatment. Leading solutions include:



Next-gen eBV

ePAP



Uses artificial intelligence to more quickly and accurately predict benefit coverage for a particular therapy, allowing patients to start treatment sooner

Expedites the approval process for patient assistance programs (PAPs) by automating tasks and reducing the amount of paperwork Streamlines communication to create a faster and more reliable medication approval process

# Pioneering to New Grounds in Patient Access



Technology hands power back to the patient. It is a powerful enabler for access, affordability and adherence services because of its ability to scale, automate and drive efficiency. It also allows our expert counselors to spend more time interacting one-on-one with patients.

**DR. TOMMY BRAMLEY** President, Lash Group





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