

# INCREASING PATIENT **ADHERENCE AND COMPLIANCE**

HCL: HEALTH CARE PROFESSIONALS HELPING  
ENHANCE PATIENT OUTCOMES



HCL's Patient Support Program in a Box (PSP) aims to enhance the quality of life for patients with chronic diseases like Diabetes, Asthma/ COPD, Hypertension, Dyslipidaemias etc. through patient education about therapy adherence, lifestyle and behavioural modifications, drug compliance, regular monitoring, individualized action plans and frequent physician consultation. This is a patient centric approach targeting healthier patient outcomes and enhances quality of life.

For an optimum clinical result and best financial outcome, adherence to therapy by patients is a must. A lack of adherence in therapy concerns the Pharmaceuticals as it increases the possibility of higher degree of treatment for the patients. It is well understood that noncompliance to therapy accounts for almost 40% revenue leakage for pharmaceutical companies and one of the biggest challenges for brand leads on the dipping average revenue per patient. The Pharmaceutical Industry is aware that

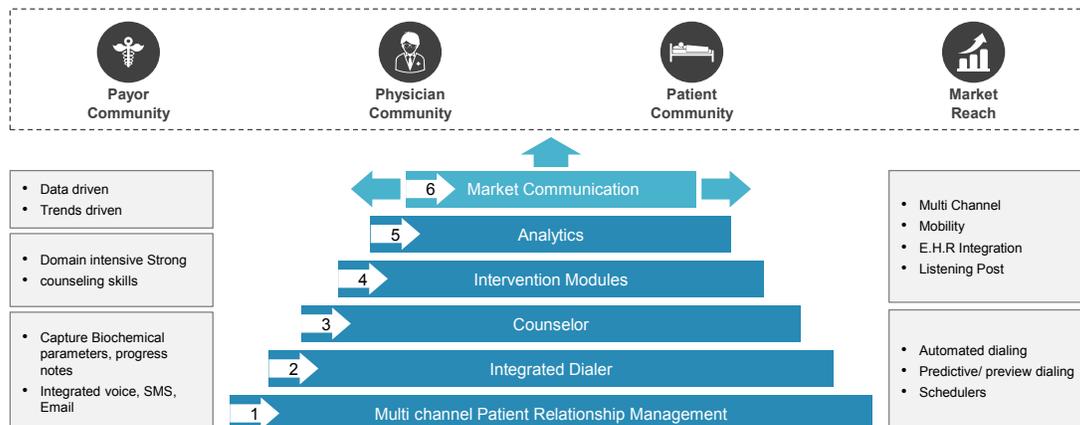
an enhanced therapy adherence will lead to optimum levels of disease control, control on frequent emergency visits, control on hospitalization, patients' relief from invasive treatment procedures resulting in cost savings. The overall effort make decrease in Adverse and Serious Adverse events, motivating key stakeholders in the healthcare ecosystem.

An integrated patient support framework is required to improve disease control for patients with chronic disorders. Our program is aimed at a productive, patient-centric interaction between informed patients and knowledgeable and trained counsellors which in turn can lead to optimum control. Market observation and analysis suggests that Pharma companies need to create an ecosystem where patients are continuously motivated and are in a state of optimism related to their disease condition to have a firm grip on the required therapy.

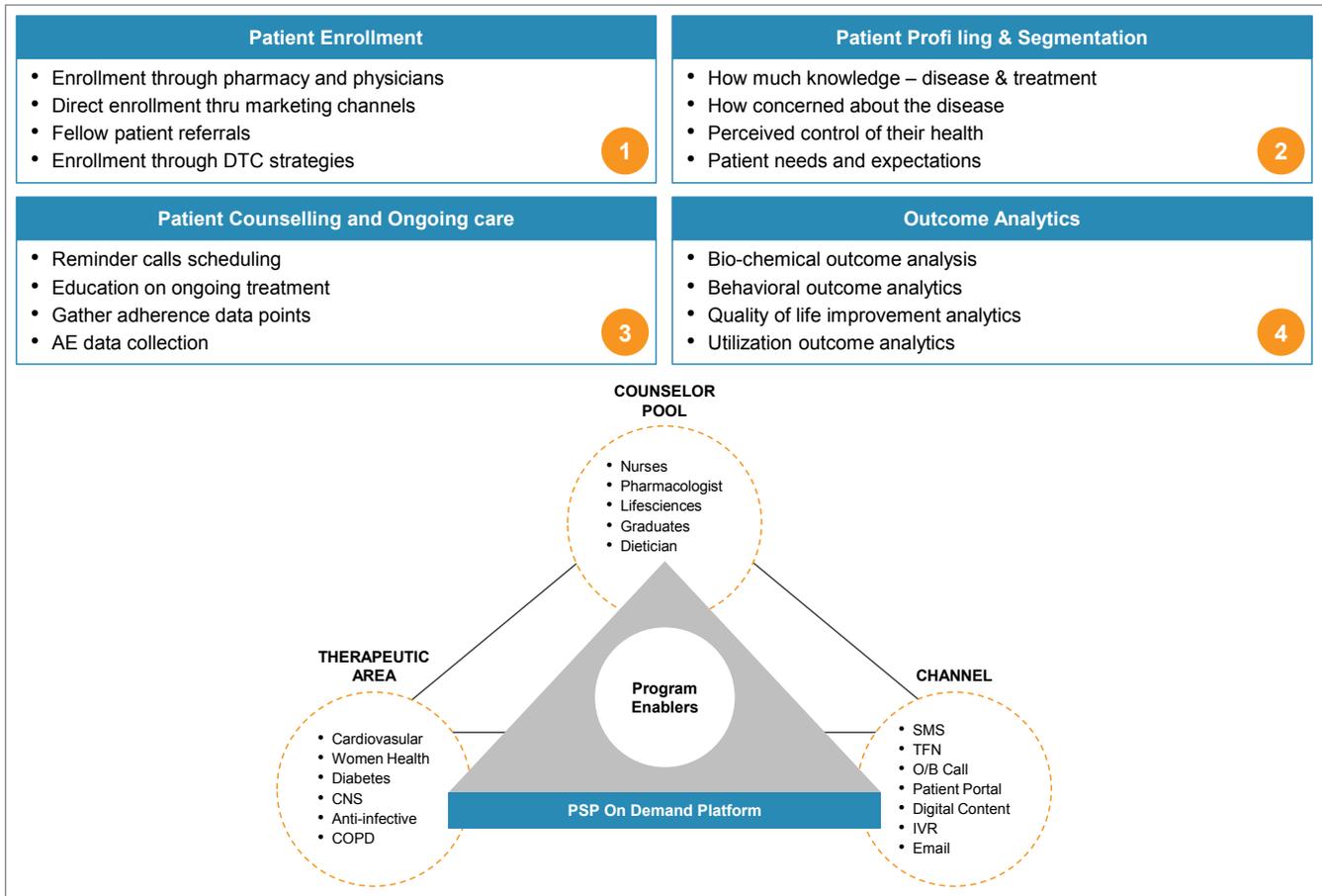
PSP solution is an integrated offering from HCL with bundled Business services & segmentation analytics to create tailor made interventions that helps care providers (Care counsellors):

- Customize support based on an individual's presentation and level of participation in their own disease management
- Help patients get a clear understanding of their condition
- Focus on adherence to prescribed therapy
- Getting them actively involved in managing their disease
- PSP in a Box: HCL Solution Tenets

## PSP in a Box: HCL Solution Tenets



This integrated approach to patient support focuses all the 4 stages of the program



## Outcome Analytics

Patient centric data like biochemical, clinical and utilization data are collected as a part of this patient support program. Various parametric and nonparametric tests are applied to evaluate improvement in bio-chemical, clinical and behavioural parameters from baseline to program exit. Apart from the clinical outcomes, therapy adherence, patient satisfaction towards care, quality of life improvement and healthcare utilization costs are also evaluated by using appropriate statistical tools. Our clients are continuously evaluating the success of the program

based on achievement of clinical and financial outcome. Treating physicians today utilize these analytics to stratify their patients in terms of predicted risk levels and provide customized therapy modifications or educational sessions on real time basis. Patients and care providers are provided visual progress reports to enhance their confidence on disease control and their self-management skills which ultimately boosts their morale, attitude and behaviour towards better quality of life.

## Features

- Integrated Global Delivery model
- Delivery locations at low cost centers
- Clinical research SMEs involvement during development and implementation stages
- Counsellor driven home based care
- Counsellor-Patient bonding  
Customized program delivery through dynamic segmentation process
- Integrated and configurable solution
- Mobility apps integration
- Continuous improvement initiatives like MOS Scores and Six sigma implementation

## Advantages

- Ready to scale up across the geographies
- Low cost and multi-lingual health care resource pool availability
- Implementable across the all the chronic disease conditions
- Mobility usage to eliminate redundancy and to decrease the cycle time
- Life time value add to patients towards wellness with human touch during counseling
- Segmentation helps to overcome patient specific barriers to adherence

## Benefits

- Increased patient adherence by 30 – 40%
- Decreased revenue leaks due to non-adherence by up to 40%
- Decreased direct and indirect healthcare utilization costs
- Increased brand differentiation and disposition
- Additional efficacy and safety data availability on the top of Clinical trial data
- Efficacy and utilization data to evaluate comparative and cost effectiveness
- Life time patient value with additional supportive program

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HCL through this program brings in a metrics driven approach to drive therapy adherence, increasing self-belief & motivation levels of patient community through interactive multi-channel & analytics driven tailor made patient engagement program. A key expectation from the implementation is generation of credible evidence that validates the implementation of such programs.

This program aims to add **Life to Patients' years.**

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