

Patient Support & Compliance Programmes

At essentiapharm, we can work with you to educate and inform patients of the benefits they can expect through maintaining their prescribed course of treatment. More **knowledgeable patients suffer less from confusion, anxiety and non-compliance**, thus increasing the loyalty of your customer base and the prescribing habits of clinicians.

Satisfied patients, whose expectations are fully met and can be addressed through the ability to seek information and support as and when they need it, **mean increased compliance amongst your patients**. This in turn has a positive effect on your bottom line by ensuring compliance is maintained on appropriate treatments.

The essentiapharm solution

We can work with you to **define a bespoke patient compliance programme** to support your patients at key stages throughout their treatment. This programme shall **address the particular needs of your brand** and may comprise multiple communication channels, proactive or reactive contacts and **demonstrate the service value**.

Our **expertise in healthcare** management and **empathetic call handling** mean we talk to your patient's daily.

Our experience within information management and intelligent reporting systems also enables us to collate and produce **meaningful intelligence reports**, direct from your client base back into your organisation.

To understand what your needs are its vital that we communicate. **Let's talk**.

Contact Susan Pollock on 08457 22 11 33 or email spollock@essentiagroup.com

You know the stats... pharma spends 6 times as much trying to attract new customers as retain existing ones... **non compliance costs the industry approximately 25 billion euros per annum and is estimated to cause 340 deaths a day.**

Patient compliance can be as little as 50%... however patient education and encouragement improve compliance and recent reports have shown **GPs are more likely to prescribe drugs supported by a helpline.**

A CASE STUDY

The Objective

The client marketed an Alzheimer's treatment with high levels of non compliance during titration period. Treatment frequently stabilises the condition, therefore the patients do not identify any improvement in health. There are multiple alternative treatment options available to PCP, therefore client wanted to improve patient adherence and increase overall market share by managing expectations of product.

A pilot programme operated with varying levels of support available to evaluate results.

The Results

Evaluation of the programme found:

- 84% members enrolled on programme were still on medication during Programme Evaluation Call
- 88% of programme members claimed the programme was "very valuable" or "valuable" to them.
- HCP prescribing medication valued the programme.
- Information could be shared as appropriate with HCP for overall healthcare management.
- Stimulated higher levels of involvement with the patient and medication.
- Set realistic expectations of treatment and thus improved adherence.
- Encouraged uptake of additional healthy behaviours to reinforce regime.

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