DRIVING PATIENT-CENTRIC ACCESS STRATEGIES
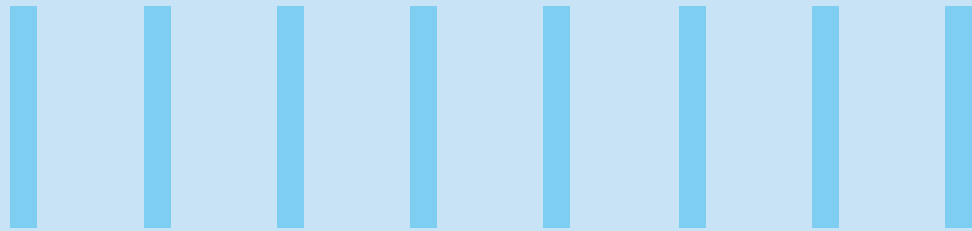
A KPI-DRIVEN APPROACH FOR GAUGING SUCCESS OF PATIENT ACCESS PROGRAMS BY LIFE SCIENCES ORGANIZATIONS

Infosys®
Navigate your next

Introduction

The pharmaceutical environment is changing constantly because of new innovations, which are making the task of getting these life-changing treatments to patients difficult. Market access, a complex and always changing process, is essential in ensuring that these new drugs find their way to the people in need. The central piece in this intricate trip is the deliberative implementation of patient access programs (PAPs).

The Pivotal Role of Patient Access Programs (PAPs)

In the pharmaceutical industry, PAPs serve as a significant part of market access in a broader context. These are strategic initiatives that link patients and essential medications, ensuring that individuals can access treatments they need. By addressing barriers such as affordability, availability, and awareness, PAPs contribute significantly to enhancing patient access to medications. Moreover, this will aid the patients in effectively navigating complex healthcare systems, while allowing pharmaceutical organizations to meet regulatory requirements and demonstrate value to stakeholders - these represent the integral components of market access strategies. Finally, by facilitating patient access and support, PAPs not only improve health outcomes for individuals but also contribute to the overall success and sustainability of pharmaceutical products in the market.

This white paper proposes a KPI-driven approach for evaluating and improving patient focus on access strategies within PAPs. It investigates the issues related to finance, lack of awareness inherent in the pharmaceutical sector, current industry trends influencing patient-centric tactics, and offers insights into viable techniques like introducing a simple enrollment process and personalized patient support. By identifying and implementing key performance indicators (KPIs), life sciences organizations can assess the impact of their programs on patient outcomes, access, and satisfaction. This paper outlines various KPIs tailored to measure the success of PAPs, providing a comprehensive framework for organizations to optimize their patient access strategies.

The PAP Value Chain

Phase 1 — Market Research & Requirement Assessment

Stakeholders	Activities	Expected Outcomes
• Market analysts • Healthcare professionals • Patient advocates • Government agencies • Pharmaceutical companies	• Conduct market research • Identify unmet requirements • Analyze regulations and policy trends	• Uncover PAP opportunities • Understand needs and challenges • Inform program design and resource allocation

Phase 2 — Program Design & Development

Stakeholders	Activities	Expected Outcomes
• Program development team (Pharmacist, Physician, Patient advocates, Program administrators) • Legal and Regulatory Experts	• Develop program concept • Define eligibility criteria • Establish benefit structure • Design enrollment and support processes	• Create well-defined program framework • Ensure legal and regulatory compliance • Tailor programs to address identified needs

Phase 3 — Partnering & Collaboration

Stakeholders	Activities	Expected Outcomes
• Pharmaceutical companies • Healthcare providers • Patient advocacy groups • Social service organizations • Community organizations	• Secure funding and partnerships • Establish program infrastructure • Develop communication and coordination strategies	• Secure resources and expertise • Leverage diverse perspectives • Build networks for implementation and sustainability

Phase 4 — Program Launch & Enrollment

Stakeholders	Activities	Expected Outcomes
• Program administrators • Healthcare providers • Patient navigators • Outreach teams	• Develop and implement marketing and outreach campaigns • Streamline enrollment processes • Provide education and support to potential participants	• Raise program awareness • Reach target populations • Facilitate smooth enrollment and onboarding

Phase 5 — Program Operations & Management

Stakeholders	Activities	Expected Outcomes
• Program administrators • Data analysts • Healthcare providers • Pharmacists • Patients	• Process applications and manage eligibility • Manage financial assistance • Track patient adherence and outcomes • Monitor program performance and resource utilization	• Ensure efficient program execution • Provide ongoing support to patients • Gather data for program improvement

Phase 6 — Monitoring, Evaluation & Continuous Improvement

Stakeholders	Activities	Expected Outcomes
• Program administrators • Data analysts • Patient Advocacy groups • Independent evaluators	• Collect and analyze data on program performance • Patient outcomes • Cost-effectiveness • Assess program impact • Identify areas for improvement	• Gain objective insights • Inform data-driven modifications • Demonstrate value and secure ongoing support

Industry Trends

Trends	Relevant Phase(s)	Improvement & Focus Areas	Examples
Increased Focus on Patient-centricity	All Phases	• Programs are designed to address specific patient needs and preferences • Patient voices heard through partnerships with advocacy groups • Patient-friendly communication and support throughout enrollment and program operations • Personalized support services and interventions based on patient feedback • Using patient feedback to refine and improve the program	• There has been an increase of about 38-fold in virtual care like telehealth, and other patient portals which allow access to view the health records, test results, and communicate with healthcare providers from the comfort of one's own home • 40% of people are already using personalized cancer care, 28% are using mobile apps for diabetes management like sugar fit, and post-surgery care management
Leveraging Technology for Accessibility & Engagement	Phase 4& Phase 5	• Easier enrollment and information access through mobile apps and online portals • Telehealth consultations, data-driven insights for personalized support, and real-time medication adherence tracking	• People using wearable devices which track their health data have increased by 3-fold, and 80% of this population is ready to allow their data to get transmitted to healthcare providers, enabling remote monitoring of chronic conditions
Expanding Partnerships & Collaboration	Phase 3	• Diverse mix of experts (doctors, data folks etc.) for well-rounded solutions • Partnering with advocacy groups to understand patient needs and push for wider access • Reduction of prices on specialty drug	• Amgen and Xencor collaboration on cancer immunotherapy to leverage each company's strength • Mylan & Biocon launched an insulin drug at a price far below their competitor Sanofi
Integration with Value-based Care Models	Phase 2& Phase 6	• Aligning program benefits with improved patient outcomes and cost-effectiveness for value-based reimbursement structures • Demonstrating program value through data-driven evidence of improved health outcomes and cost savings	• A growth of 3% has been found in the ACOs which brings together healthcare providers, including hospitals and physicians to collaboratively manage and coordinate care for a defined patient population
Evolving Regulatory Environment	Phase 2	• Ensuring program compliance with evolving regulations concerning data privacy, transparency, and ethical considerations • Engaging with policymakers to influence regulations that promote fair access and address emerging challenges	• Regulatory bodies are pushing for the adoption of standardized APIs to enable the seamless exchange of health information • The 21st Century Cures Act aims at providing interoperability and secure access to EHI

Key Challenges

Below are some challenges faced by patients in accessing medications crucial to improve their health, issues they might face in current PAPs, and some limitations that such programs face in providing apt access and care to patients.

Financial Barriers

- Even with insurance, patients frequently face hefty co-pays and deductibles, and specialty-tier medications can be prohibitively expensive
- Many people struggle to afford critical medications, resulting in treatment abandonment and poorer health outcomes
- Hidden costs like dispensing fees, administrative fees, and costs related to tests or monitoring add to overall cost
- Insurance related problems like lack of coverage, underinsured, uninsured, and delay in prior authorization
- Understanding complex insurance plans, including formularies, prior authorization requirements, and appeals processes, can be challenging for patients

Lack of Awareness

- Many patients are unaware of the various PAPs or eligibility criteria and the various steps involved, resulting in an information gap

Fragmented Experience

- Patients are frustrated by fragmented experiences due to complex application processes, disconnected communication, and lack of integrated assistance

Reactive Design

- Standardized programs are not tailored to individual requirements or financial situations
- Programs often respond to concerns rather than proactively address them

Data Limitations

- Incomplete or inaccurate data due to manual entries impacts the review process, either excluding those who require aid or assisting ineligible individuals
- Managing sensitive patient data poses privacy and security risks
- Delays in acquiring new information may reduce PAP responsiveness to changing patient demands, thereby affecting the accuracy of eligibility assessments
- Monitoring and evaluating the effectiveness of PAPs necessitates extensive data collection and analysis, less data collection may restrict the program's capacity to check its effectiveness

Strategies to Make PAPs More Patient-centric

Enhanced patient access leads to increased provider productivity, as well as better patient and provider experiences at almost every touchpoint in the care continuum. It also favors the health system through strategic growth and numerous operational efficiencies. Below are some strategies that can help PAPs improve patient access by making them more patient-centric.

Sl. No	Process	Patient-centric Focus
1	Simple Enrollment Process	Make sure the enrollment procedure is simple to comprehend, easily accessible, and takes as little time as possible from the patients.
2	Personalized Patient Support	Organize counseling sessions, educational materials, and adherence plans according to the unique needs and desires of the patient.
3	Financial Assistance	Acknowledge and handle any additional financial difficulties patients could have that go beyond the price of their prescription drugs.
4	Negotiation of Prices for Specialty Pharma Drugs	Ensuring significant cost reductions for patients seeking specialty drugs, prioritize patient accessibility and affordability in negotiation, and provide apt information to patients related to cost-saving benefits
5	Digital Engagement Platform	Make sure that digital tools are straightforward to use, offer useful information, and make it simple for program administrators and patients to communicate.
6	Patient Education	Conduct educational sessions led by trained professionals, provide detailed materials in various formats (written, visual, interactive) to cater to different learning styles and offer one-on-one counseling sessions for patients with specific questions or concerns.
7	Regular Feedback & Evaluation of Programs	Incorporate patient feedback to identify the pain areas and use data-driven results to modify and enhance the programs.
8	Agile Development Framework	Ensuring that healthcare programs can quickly adapt to evolving circumstances, including changes in policy or patient requirements, to maintain relevance and effectiveness in addressing patient needs.
9	Real-time Data Analytics	Using real-time data analytics to gain insights into patient experiences and needs, allowing for swift adaptation of programs to better meet patient requirements and improve overall patient outcomes.
10	Patient-reported Outcomes (PROMs)	Empowering patients to provide feedback on their treatment experiences, ensuring that programs are tailored to meet individual patient needs and preferences, ultimately improving patient satisfaction and treatment outcomes.
11	Improved Data Management and Analysis	Ensuring patient data is accurate to prevent exclusion of eligible patients, safeguarding sensitive patient information and timely access to new information to address changing needs and ensuring accurate eligibility assessments.

KPIs to Measure the Success of PAPs

Below are some KPIs which can be used to assess the impact of PAPs and if the patient-centric strategies are successful in catering to the needs of patients. The below KPIs are divided into business KPIs and data KPIs.

Business KPIs

These KPIs are primarily focused on measuring the overall program's success and effectiveness in achieving its business goals, i.e., to provide better medication access to patients by reducing costs and thus improving patient satisfaction.

Sl. No	Metric	Formula	Data Used	Responsible Teams
1	Program Awareness	(Number of patients aware of the program) / (Total target patient population)	Patient surveys, program enrollment data, website analytics	Marketing, Patient Engagement
2	Program Utilization	Number of patients actively enrolled and utilizing the PAP per month	Patient surveys, program enrollment data, website analytics	Patient Access, Enrollment, Reimbursement
3	Average Reduction in Specialty Pharma Drug Prices	((Average price of specialty drugs before negotiation) - (Average price of specialty drugs after negotiation)) / (Total number of specialty drugs included in the negotiation)	Pharmacy dispensing data, pricing data	Procurement and Contracting, Pricing Strategy and Market Access
4	Prior Authorization Success Rate	(Number of PA forms approved at first attempt) / (Total number of PA forms submitted)	CRM	Patient Access, Payer Relations, Reimbursement
5	Co-pay Assistance/ Coupon Utilization Rates	(Number of co-pay services or active coupons used) / (Total number of services or coupons delivered)	CRM, claims data	Patient Support, Financial Assistance
6	Decrease in Percentage of Patients Abandoning Treatment Due to Cost	(Abandonment rate in previous period) - (Abandonment rate in current period)	Patient surveys, pharmacy dispensing data, claims data	Patient Support and Adherence
7	Increase in Utilization of Generic/Lower-cost Alternatives	((Number of generic/lower-cost prescriptions filled) / (Total prescriptions filled)) x 100	Pharmacy dispensing data	Formulary Management
8	Reduction in Percentage of Patients Encountering Hidden Costs	((Number of patients reporting hidden costs / Total patients surveyed)) – ((Number of patients reporting hidden costs) / (Total patients surveyed in previous period))	Patient surveys, pharmacy data on dispensing fees	Patient Support and Financial Assistance
9	Reduction in Average Co-pay and Deductible Amounts	(Average co-pay/deductible in previous period) - (Average co-pay/deductible in current period)	Claims data from pharmacies or insurance companies	Reimbursement and Financial Assistance
10	Increase in Percentage of Low-income Patients Able to Afford Medication	((Number of low-income patients affording medication) / (Total low-income patients)) – ((Number of low-income patients affording medication) / (Total low-income patients in previous period))	Patient surveys, pharmacy data	Patient Support and Financial Assistance
11	Medication Adherence Rate	(Number of patients adherent to treatment) / (Total number of enrolled patients)	Claims data, patient surveys, pharmacy dispensing data	Patient Support, Adherence, Medical Affairs
12	Net Promoter Score (NPS)	((Number of Promoter Scores) / (Total Number of Respondents)) – ((Number of Detractor Scores) / (Total Number of Respondents))	Patient surveys, program feedback forms, social media mentions	Patient Experience, Patient Advocacy, Customer Experience

Data KPIs

These KPIs are designed to evaluate the performance of data collection, processing, and management within the program. They provide useful information aimed at assessing data quality, security, and how useful the data is for planning and managing the operations.

Sl. No	Metric	Formula	Data Used	Responsible Teams
1	Average Patient Satisfaction Score	Based on feedback surveys	Patient surveys, program feedback forms, social media mentions	Patient Experience, Patient Advocacy, Customer Experience
2	Average Time to Enrollment	(Total number of enrolled patients) / (Time taken for enrollment, e.g., in weeks or months)	Program enrollment data	Patient Access and Enrollment
3	Average Time to First Medication Access	Time from enrollment to receiving the first dose of medication	Pharmacy dispensing data	Patient Access and Enrollment
4	Completion Rate of Online Application	((Applications completed) / (Total applications started)) x 100	Application completion data, patient surveys	Patient Access and Enrollment
5	Patient Education Rate	(Number of patients completing educational programs) / (Total number of enrolled patients)	Educational module completion data from internal applications	Medical Affairs
6	Query Resolution Rate	(Number of successfully resolved patient queries or concerns) / (Total number of patient inquiries)	CRM data	Customer Service and Patient Support
7	Program Optimization Rate	Various analytics-driven metrics	Real-time analytics platform, program data	Program Management, Data Analytics and Operations
8	Data Completeness Rate	((Number of complete data fields) / (Total number of required data fields)) x 100	PAP database records, data collection protocols, compliance checklists	Data Management and Data Analytics
9	Health Outcome Achievement Rate	((Number of patients achieving predefined health outcomes) / (Total number of program participants)) x 100	Patient health records, outcome assessments, program participation data	Medical Affairs, Clinical Outcome and Program Management
10	Data Accuracy Rate	((Number of accurate data entries) / (Total number of data entries)) x 100	Data quality assessments, error logs	Data Management
11	Data Security Compliance Score	((Number of compliance checks passed) / (Total number of compliance checks)) x 100	Security audit reports, compliance assessments	Information Security
12	Data Processing Time	Average time taken to process new data entries	Timestamps of data entry and integration processes	Data Management and IT Operations

Whereas some KPIs may appear to both groups (for example, medication adherence rate), it is the emphasis that determines the categorization. In business-related KPIs the final aim is the outcome, while for data/analytics related KPIs the output is the process leading to the result, or the data quality itself.

By effectively utilizing both sets of KPIs, PAPs can gain a comprehensive understanding of their program's performance and identify areas for improvement across both business operations and data management practices.

Challenges – Strategies - KPIs

Financial Barriers

- Financial assistance
- Personalized patient support
- Negotiation of prices for specialty drugs

- Average reduction in specialty pharma drug prices
- PA success rate
- Co-pay assistance/coupon utilization rate
- Decrease in percentage of patients abandoning treatment due to cost
- Increase in utilization of generic/lower-cost alternatives
- Reduction in percentage of patients encountering hidden costs
- Reduction in average co-pay and deductible amounts
- Increase in percentage of low-income patients able to afford medication
- Medication adherence rate

Lack of Awareness

- Digital engagement platform
- Patient education

- Program awareness
- Program utilization

Fragmented Experience

- Simplified enrollment process
- Personalized patient support
- Real-time data analytics

- Average time to enrollment
- Completion rate of online application
- Average patient satisfaction score
- Net Promoter Score
- Patient education rate
- Average time to first medication access
- Query resolution rate

Data Limitations

- Regular feedback and evaluation
- Digital engagement platform
- PROMs
- Improved data management and analysis

- Data completeness rate
- Data accuracy rate
- Data security compliance score
- Data processing time

Reactive Design

- Regular feedback and evaluation
- Real-time data analytics
- Agile development framework

- Health outcome achievement rate
- Net Promoter Score
- Program Optimization rate
- Program utilization

Conclusion

In conclusion, PAPs are instrumental in ensuring that innovative treatments reach the patients who need it the most within the healthcare system. This paper has highlighted how these PAPs can enhance market access and improve patient outcomes. By employing patient-centric strategies and utilizing KPIs, healthcare stakeholders can effectively gauge the effectiveness of their PAPs and make informed decisions to optimize patient access initiatives.

Organizations can create customized strategies for enhancing effectiveness by understanding the challenges, industry trends, and PAP value chain. Patient-centric access strategies are driven by integration with technology, cooperation with stakeholders, and attention to real-time data analytics.

For pharmaceutical businesses and other stakeholders in the healthcare industry, adaptability will continue to be vital as the healthcare landscape experiences transformations. Through innovation, collaboration, and a patient-centric approach, they will be able to address the challenges on their way and increase the impact of their PAPs which can translate into better access to the required medications and improved patient health.

References

1. https://www.mckinsey.com/industries/healthcare/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality

2. https://www.healthyagingpoll.org/reports-more/report/mobile-health-app-use-among-older-adults

3. https://www.nhlbi.nih.gov/news/2023/study-reveals-wearable-device-trends-among-us-adults

4. https://investors.amgen.com/news-releases/news-release-details/amgen-and-xencor-announce-strategic-collaboration-cancer/

5. https://www.biocon.com/biocon-biologics-and-mylan-announce-launch-of-semglee-insulin-glargine-injection-in-the-u-s-to-expand-access-for-patients-living-with-diabetes/

6. https://www.cms.gov/newsroom/press-releases/participation-continues-grow-cms-accountable-care-organization-initiatives-2024

7. https://hbr.org/2022/03/standardized-apis-could-finally-make-it-easy-to-exchange-health-records

8. https://www.facs.org/for-medical-professionals/news-publications/news-and-articles/bulletin/2021/09/the-21st-century-cures-act-final-rule/#:~:text=The%20Cures%20Act%20final%20rule%20focuses%20on%20supporting,sharing%20of%20information%20%28also%-20known%20as%20information%20blocking%29

About the Authors

Saarthak Gupta

Consultant, ICLS, Infosys Consulting

Saarthak is a consultant in Infosys Consulting's Life Sciences practice within the LS Data Transformation Team with more than 5 years of professional experience. He has experience in Life Sciences, Healthcare, Information Technology and Ed-Tech industries. He has worked in multiple engagements on Data Analytics, Data Migration and Transformation, Data Quality Management, Reference Data Management and Net Revenue Management.

Sourav Pati

Consultant, ICLS, Infosys Consulting

Sourav Pati has 4 years of experience in the field of Healthcare, Insurance & Life Sciences. He has supported engagements in digital transformations, data migration, database creation & management. An analytics enthusiast who has helped in requirement gathering, BI/analytics roadmap designing, implementation & documentation.

For more information, contact askus@infosys.com

Infosys®
Navigate your next

Infosys.com | NYSE: INFY

Stay Connected