

Taking patient support programs to the next level with Health Cloud

Patient support programs (PSPs) are an ideal way for our pharmaceutical clients to directly support patients, improve adherence and achieve better outcomes. Multichannel PSPs allow patients to quickly and conveniently access the information and support they need, when they need it, through services such as helplines, apps, emails and educational websites.

With this in mind, consider for a moment the many stakeholders and channels involved in communicating with patients on a support program, including prescribers, clinical educators, pharmacists, care givers, websites, social media, smart phone apps and patient literature.



It's not difficult to understand why there is an inherent problem in managing the data from different sources within a PSP in isolation. The disadvantages include:



Without a single view of the patient and their needs and preferences, it is extremely difficult to adapt the program to support each individual best



The role of the clinical educator or care coordinator is limited because they can't see or respond to the full picture of the patient's care



For the patient, the experience can feel disjointed e.g. the educator is unaware that the patient has been tracking their exercise and adherence in a self-support app



Suboptimal operational efficiency e.g. duplication of efforts through different channels, wasted time and unnecessary repetition



Difficulty measuring success because it takes longer to pull together and analyze the data from different sources

The key to avoiding these challenges is to use and configure a global CRM that is purpose designed for personalized, multichannel PSPs. To offer truly personalized care we now use a patient-relationship platform, Health Cloud from Salesforce.

With Health Cloud, Ashfield is providing our clients - and most importantly patients - with unparalleled service, care support and experience

Smart patient engagement

More than ever, our service is completely accessible and is personalized to the needs of each patient

- Responsive patient data
- Personalized care plans
- Holistic view of patient



Multichannel communications

Our multichannel programs create a seamless patient experience using truly effective communication

- Seamless patient experience
- Motivational messages and reminders
- Integrated field and phone



Operational efficiency

Health Cloud's intelligent scheduling means we can quickly respond and scale to service requirements

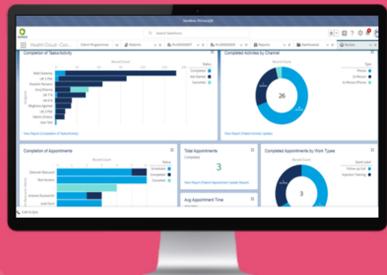
- Intelligent scheduling
- Process automation
- 24/7 access



Data and reports

All clients have real time visibility of program progress and metrics at a local and global level

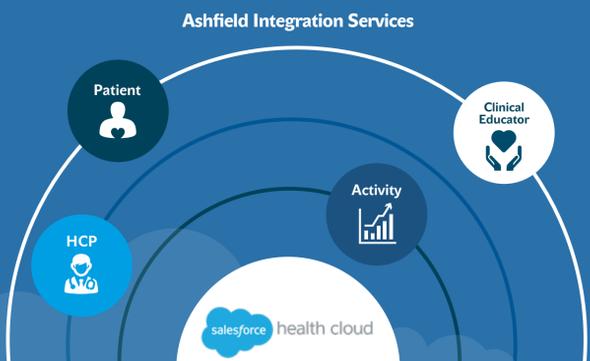
- Pharmacovigilance data
- Program metrics
- Adherence data
- Real-world evidence



Security and compliance

Offering peace of mind with a validated, secure and compliant system powered by Salesforce Health Cloud

- Validated system
- Data backed up in to HIPAA compliant data store
- Secure handling and storage
- Safe 3rd party integrations
- Validated pharmacovigilance reporting



At Ashfield we have a proven approach to creating successful country and multi-country PSPs:

- Design creative, tailored solutions to address specific therapy failure points
- Use health psychology to understand the true drivers of non-adherence and develop care plans and materials that are personalized to patients' needs
- Deliver an exceptional experience to patients, care givers and healthcare professionals
- Establish an effective multichannel connection between stakeholders
- Collect real-world evidence to drive decisions

>17

Years Experience

>700

Clinical Educators Globally

>100

Active Programs

>30

Therapeutic Areas

> Orphan
> Oncology
> Specialty
> Chronic Disease