

Patient outcomes guidance in immunology

Problem

How to show value

Patient support programs (PSPs) are becoming more widely used by pharmaceutical companies and other major health stakeholders in order to offer patients 360° support in their everyday lives and improve patient outcomes.

In this context it is critical to **leverage data** from patient programs in order to evaluate their performance, encourage constant improvement and demonstrate their **impact on patient health outcomes**. Our client, a global patient-centricity team in immunology from a top-15 pharmaceutical company, came to Observia to better understand how to help its affiliates consistently **demonstrate the value of their patient services** to each stakeholder.

Solution

Clear guidance highlighting main indicators & metrics

The guidance responded to two critical challenges: ensuring consistency across affiliates and offering managers a user-friendly methodology to ensure a facilitated collection of relevant patient outcomes data, while respecting associated legal requirements. A co-construction initiative was led by the Observia team, who collaborated with the different departments (medical, marketing, market access, patient advocacy, regulatory, and legal) to understand the purpose of the guidance and how it could be used by local managers. Based on their feedback, the client's PSP's strategy and specific value proposition requirements (payers, patients & HCPs), Observia's team built a user-friendly document incorporating our international expertise on these subjects. Finally, a complete methodology, listing each patient outcomes indicator and measurement tool was developed.

Once completed, the guidance was integrated into an e-learning tool for global distribution across countries

- **Simplicity**
- **Evidence-based**
- **Integrated into existing tools**

"It was a great initiative. When it comes to capturing the impact services can have on the lives of patients, there are abundant opportunities to show value and a number of great, validated measurement tools to support your objectives.

Providing a menu of such tools helps to narrow down the right choices for your KPI strategy."

Kevin Maples
Consulting Manager at Observia



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Process

1

Align on client's strategy and project objectives

2

Understand how the guidance will be used

3

Validate the dos and don'ts

4

Co-create and review the guidance

5

Ensure proper distribution and adoption by the teams

Results

The Patient Outcomes Guidance offers PSP managers in charge of data collection a framework to support them in their decision-making and provides clear definitions of each indicator and measurement tool.

What do I want to demonstrate and communicate?

ADHERENCE

CLINICAL

ECONOMIC

FUNCTIONAL

PATIENT OUTCOMES

To whom?



PAYERS



DECISION MAKERS



HEALTHCARE PROFESSIONALS



PATIENTS

How to select the relevant indicators and measurement tools?



Selection of a list of indicators



For each indicator, suggestion of several measurement tools and ways of collecting the data.

The guidance provides a solution to the following challenges:

- We do not know what to measure
- We do not understand clearly the value we want to provide
- We do not know what we are allowed to capture in terms of patient insights

It allows internal teams, both global and local, to **take a step back before developing and deploying any e-health solution** to precisely identify how the impact will be monitored, how the data will be used to improve the solution, and how the value to the market will be communicated.



16, rue Brancion 75015 Paris - France

T: +33 (0)1 81 80 24 50 - F: +33 (0)1 76 50 88 32

   www.observia-group.com

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