

Maximizing the Patient's Experience with Your Product



PPD's patient adherence services provide a consistent source of information and support to enhance the patient experience.

Through our omni-channel proactive outreach model, we provide each patient with comprehensive information and ongoing support. Our team mitigates barriers to therapy adherence, resulting in optimal health outcomes for your patients. These fully customizable programs empower patients to successfully navigate their prescribed therapies.

Benefits include:

- Patient counseling and reminders to ensure adherence to therapy
- Reduced therapy discontinuation rates
- Comprehensive data on patient populations and risk stratification
- Product and device delivery and training
- Adverse event and product quality complaint reporting

Patient Adherence in Action

Patient Persistency Rates Increased from 30 to 55 Percent

- **Objective:**
Keep newly prescribed patients on their medication by addressing barriers to adherence.
- **Challenges:**
Only 30 percent of patients were taking the medication by the third month as a result of a complicated dosing and titration period. The patients were required to slowly adjust their medication over several weeks, but after experiencing side effects they often abandoned the product.
- **Strategy:**
The support program was designed to increase patient engagement and their time on the medication. Patients were enrolled in a nurse support program through various channels including a starter kit, online and via phone. They received educational materials about their condition and were assigned a nurse to guide them through the first months.
- **Outcome:**
As a result of PPD's customized approach, 55 percent of the patients remained on the product for four or more months.

