



What's Stopping You from Modernizing Your Patient Support Services Program?

The Top 3 Excuses That Block Progress
and Curb Patient Success

“Patients first.”

It’s a mantra to which the pharma and biotech industry pledge allegiance in theory, but is this mindset showing up in practice?

A recent Accenture report found that nearly 50% of biopharma marketing executives surveyed say they lack a good understanding of what customers need or want. Nearly 50% of patients said pharma companies don’t understand what they need to manage their health. According to the Corporate Reputation of Pharma 2018-19 report, only 35% of patient groups say that the industry is “excellent” or “good” at putting patients first.

This disconnect poses a particular problem for patient support services programs, where the entire goal is to meet the needs of patients and help them be successful with their prescribed therapy.

When it comes to outreach and support for specialty medications, patient service programs currently operate from a one-size-fits-all mentality. But all patients are not the same, so the support industry is rife with redundancy, waste, and missed opportunities.

Technological advances enable patient support programs to not only meet patient needs but anticipate them. AI tools can help programs develop data models that identify - in real time - which patients on a specific product or therapy are at risk of non-adherence or abandonment. Support programs can then stop guessing about what patients really need and develop more effective interventions that lead to successful long-term outcomes.

We all know that AI is nothing new. The breathless hype about machine learning has reached saturation, to the point where many of us may wonder (and some may hope) that it’s all just a passing fad. Maybe we can just file AI away as something that’s an intriguing, exotic experiment for data scientists at the richest of companies, not something that most of us need to concern ourselves with.

In reality, we can run but not hide from the growing influence of AI in healthcare. Avoiding or ignoring the inevitable march towards progress will only make our companies obsolete.

AI in health represents a collection of multiple technologies enabling machines to sense, comprehend, act, and learn, so they can perform administrative and clinical healthcare functions.

ACCENTURE

For pharma and biotech manufacturers, the antiquated mentality of their support programs should be unacceptable. And indeed, much of the industry is frustrated with the inefficiencies they see in their own programs. If patient support service programs don't really understand their patient population, they're naturally incapable of delivering effective interventions to bolster the success of manufacturers' specialty medications.

So, if we know that patient support service programs are currently not equipped to successfully deliver the results expected of them, *what's stopping these programs from modernizing their businesses with machine learning tools?*

As a healthcare technology firm using AI solutions to help companies solve their specialty medication challenges, we at AppianRx have a unique vantage point of the struggles experienced by manufacturers and their patient support programs.

A photograph of a diverse group of people in a professional setting, likely a meeting or conference. The focus is on a man in the foreground with grey hair, wearing a light blue shirt and a blue striped tie, looking down. Behind him, a younger man with dark hair is also looking down. To the left, a woman with blonde hair and glasses is visible. The background is slightly blurred, showing other people. A dark blue semi-transparent box is overlaid on the bottom half of the image, containing white text.

Here are the **top 3 excuses** we observe to be standing in the way of modernization to improve patient outcomes with specialty medication adherence.

EXCUSE NUMBER 1

We don't need to change.

Many patient support programs have a problem.
The bigger problem is that they don't *know* they have a problem.

The pharmaceutical landscape has evolved dramatically in the past few years and continues to transform at a rapid pace. Technological advancements are propelling specialized products to become ever more personalized and targeted toward niche patient populations. But patient support programs aren't applying the same sense of innovation and urgency to modernize and customize their services.

If patient support services aren't applying new technologies to personalize their program capabilities and engage patients, how can they possibly align their capabilities with the needs of manufacturers and their increasingly advanced specialty medications?

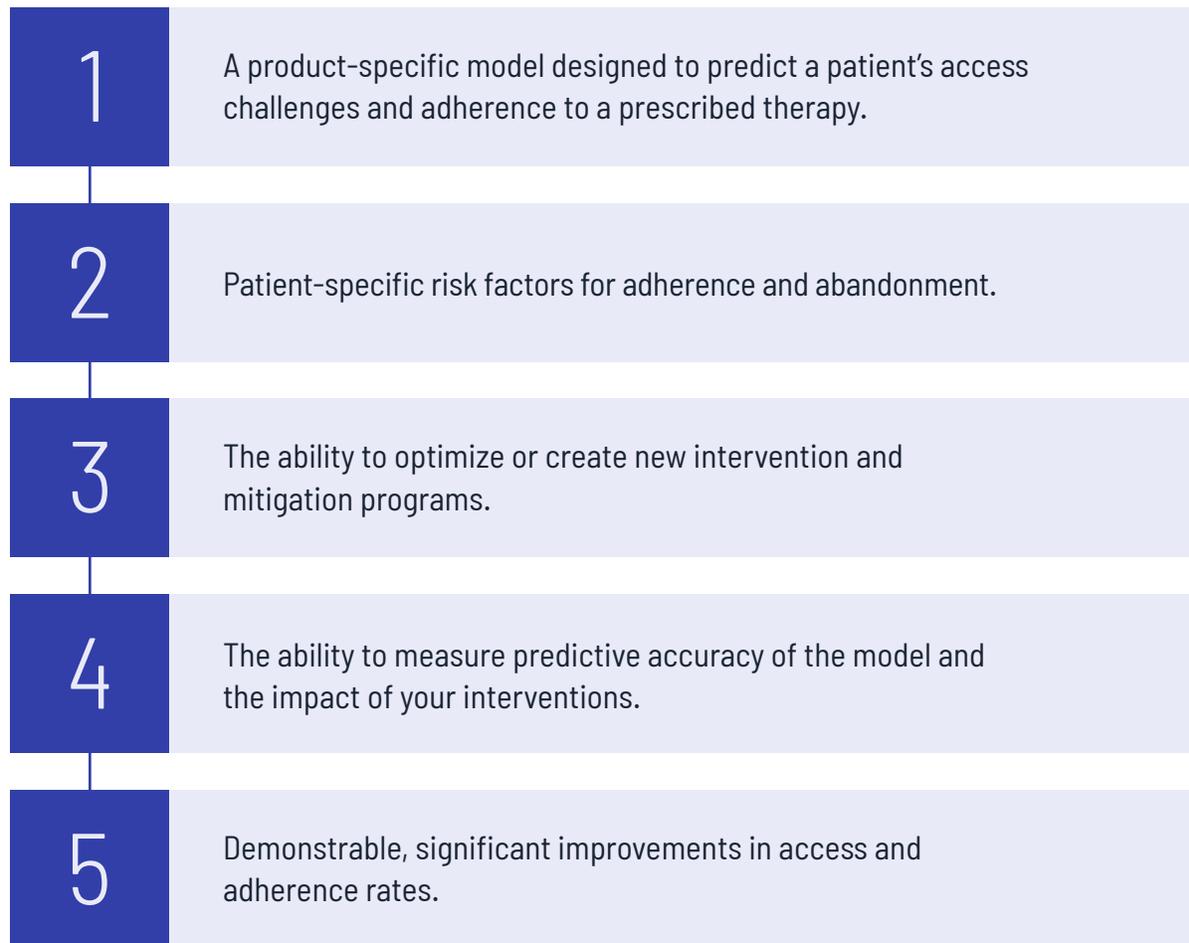
I 1999 called; it wants its fax machines back.

Machine learning is business as usual throughout many areas of healthcare and common practice in contact centers for other industries. Like those areas of adoption, patient support programs for specialty medications can integrate tools like predictive analytics to modernize the way they help patients. Programs can use AI to solve their challenges with patient adherence in ways that are better, faster, AND cheaper.

And yet, most patient support programs are reluctant to change the status quo.

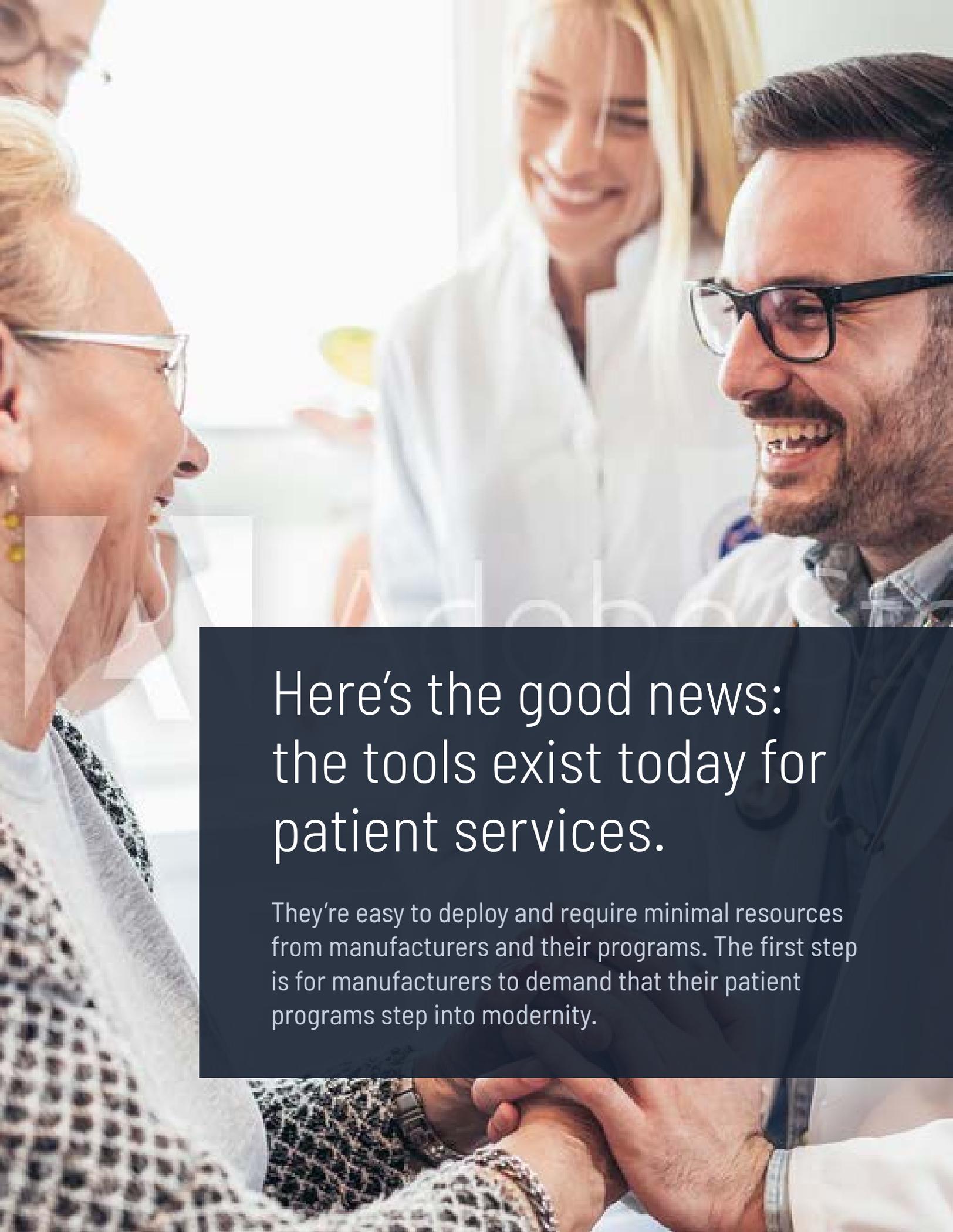
A dearth of innovation and an abundance of complacency leaves most patient support programs stuck in neutral. The view seems fine until you imagine the lost opportunities of patient engagement and product success.

Imagine the difference between a program that guesses what patients need and hopes for the best compared to one that operates from this kind of roadmap:



These steps and outcomes are logical and reasonable to expect—but impossible to deliver without the right technology.

The chasm between manufacturers' urgent needs and the mediocre performance of most patient support programs grows wider by the day. Manufacturers will soon find themselves at a competitive disadvantage and programs will scramble in a Darwinian race for survival if they further delay evolving with the times. "Disrupt or be disrupted," as the saying goes.



Here's the good news:
the tools exist today for
patient services.

They're easy to deploy and require minimal resources from manufacturers and their programs. The first step is for manufacturers to demand that their patient programs step into modernity.

EXCUSE NUMBER 2

AI is “Star Trekky and weird.

For some people, AI seems like a confusing, futuristic gimmick. It’s cool in a Martian kind of way, but not something that can be conceptualized around daily business.

For some people, AI seems like a confusing, futuristic gimmick. It’s cool in a Martian kind of way, but not something that can be conceptualized around daily business.

Far from being a niche experiment for data nerds, AI is one of the world’s highest growth industries, valued at about \$600 billion in 2014 and projected to reach [\\$150 billion by 2026](#). Within healthcare, AI is applied in ever-increasing ways to simplify and scale the capacity of humans to perform tasks and solve problems.

AI helps medical professionals efficiently diagnose and reduce errors, support the development of new medicines, help to mine and manage medical data, assist in surgery through AI-driven robotics, and free medical staff from administrative burdens.

Can AI benefit patient outcomes in ways that advance patient support service programs? Absolutely. Many healthcare companies have long been using machine learning to streamline the patient journey throughout the medical system and improve service and support.

AI is not a geeky episode from the SciFi Channel; your patient support service program needs to get off the couch.

For example, as highlighted in [BuiltIn](#), here are just a few ways that AI is already supporting patient support:

[CloudMedX](#) helps hospitals and clinics improve the patient experience throughout the healthcare system by using machine learning to develop insights and interventions surrounding patient data, clinical history, and payment information.

[The Cleveland Clinic](#) partnered with IBM in 2016 to streamline their patients' experience through AI, gathering information on trillions of administrative and health record data points that helps the company personalize individual healthcare plans.

[Qventus](#) is an AI software platform that improves patient safety by addressing operational challenges within hospitals, automatically prioritizing patient illness/injury, tracking hospital waiting times, and charting the fastest ambulance routes.

[Babylon Health](#) provides an AI-powered chatbot that streamlines the review of a patient's symptoms, then recommends a virtual check-in or appointment by video with an appropriate healthcare professional.

An AI platform developed by [Olive](#) automates repetitive tasks such as eligibility checks, un-adjudicated claims, and data migrations so that medical staffers have more time to focus on patients.

At [Johns Hopkins Hospital](#), predictive AI techniques have helped them optimize patient operations flow and a positive patient experience. Since the launch of this program, Johns Hopkins has increased its ability to admit patients by 60 percent and increased patient discharges before noon by 21 percent.



Agile

It's time to join the rest of the healthcare industry.

Apply machine learning to the business of patient support and better target the challenges your patients are experiencing with their specialty medication journey.

EXCUSE NUMBER 3

AI will cost too much money and manpower.

Ambitious AI deployments to reshape businesses can require significant sums of money, manpower, and skills, but that's not always the case.

AI projects naturally run the gamut in scope and resources. Ambitious AI deployments to reshape businesses can require significant sums of money, manpower, and skills, but that's not always the case. AI and machine learning are often seen as "magic fairy dust," a misperception that can inflate expectations and exaggerate the expected challenges that accompany any enterprise-wide endeavor.

Of business and administrative healthcare professionals, 80% believe AI is helping them improve revenue opportunities. 81% believe that AI will make them more competitive providers.

MIT TECHNOLOGY REVIEW INSIGHTS

A recent report by MIT Technology Review Insights, in association with GE Healthcare, notes that healthcare organizations implementing AI should expect the same kind of challenges that any company undertaking a significant organizational transformation would face.

The report, [The AI Effect: How Artificial Intelligence is Making Health Care More Human](#), surveyed more than 900 healthcare professionals and found that 57% of respondents experienced challenges with integrating AI applications into existing systems. But one of the top challenges these respondents experienced is not technical at all; *it was overcoming administrators' skepticism about the provable benefit and overall cost of AI.*

“The spread of technologies is shaped less by the intrinsic qualities of the innovations than by the economic situations of the users,” Brian Bergstein noted in a separate article for [MIT Technology Review](#). “The users’ key question is not, as it is for technologists, ‘What can the technology do?’ but ‘How much will we benefit from investing in it?’”

Despite the challenges, for many healthcare organizations that implement AI the bottom-line payoff more than justifies the resource investment. We would argue: the juice is indeed worth the squeeze.

According to the survey by MIT Technology Review Insights:

78%

of medical staffers report that their AI deployments have already created workflow improvements.

Medical staff with pilot AI programs spend

1/3 less time

writing reports.

AI lets medical staff spend almost

37% more

of their time than non-AI counterparts in leading and mentoring junior staff.

Medical staff with extensive AI programs spend

2/3 less time

writing reports.

Of business and administrative healthcare professionals,

80%

believe AI is helping them improve revenue opportunities.

81%

believe that AI will make them more competitive providers.

Business staff empowered by AI spend almost

30% more time

attracting new patients and meeting with their families.

79%

indicate that AI has helped avert healthcare worker burnout.

Medical staffers with a full AI deployment spend

68% more time

collaborating with other staff.

93%

agree that AI has improved the speed and accuracy with which patient data is analyzed and shared.

The survey found that during the next 10 years, AI will radically streamline healthcare delivery processes. The confidence about these benefits explains why 72% of respondents show interest in implementing AI.

While every business venture is different, patient services for specialty medications is a narrow silo that can benefit from AI without incurring high logistical and financial investments. These support programs are well-suited as-is for machine learning because they already collect valuable patient data in one place. The key is connecting all the data to produce patient-specific insights that drive strategic decision-making.

With a targeted technology solution like AppianRx, integrating AI with patient support service programs can be a relatively simple process that requires minimal resources to set up and manage.

Just as other AI software platforms are built to address specific healthcare challenges, AppianRx's technology solutions are uniquely designed for the patient support services market.

Our AI-driven data models pinpoint opportunities for biotech and pharma manufacturers to increase adherence, reduce abandonment, and boost customer service across their specialty medication programs. We analyze patient data so that patient program leaders can focus on the interventions that will improve outcomes.

AppianRx's AI products are highly sophisticated, yet easily plug into the existing systems of patient support programs. Our technology solutions are immediately available and designed for simple, fast deployment, requiring only access to data assets and a dedicated program sponsor to coordinate with the AppianRx team.



AI integration within patient support programs is key to improving patient outcomes, and a game-changing advance for your products and patients.

AppianRx has made it easy for organizations to immediately take this small step without creating oversized financial or resource burdens.

Stop the Excuses; Start the Excitement

The enduring goal of “patients first” is being given new meaning with the evolution in technologies that enable organizations to actually realize patient-centricity within their corporate initiatives.

Throughout the healthcare ecosystem, we can anticipate what patients need and deliver it in real time, all the time. This remarkable development is becoming the norm within patient touchpoints every day.

Specialty medication programs must similarly adopt AI as a normal course of their business. With advancements in AI delivery and products for patient support programs, the excuses that have stood as barriers to innovation whither in the light of day.

AppianRx deploys product-specific AI technology solutions, enabling you to make evidence-based decisions to design, deliver, and measure support program improvements. Our technology helps your current patient support program get on board and align with today’s world.

Learn more about how AppianRx
can quickly integrate with your
patient support services program
to improve patient outcomes.

[CLICK FOR MORE](#)

[Learn More About AppianRx Deployment Process](#)

[Schedule a Demo](#)

We look forward to helping your program increase
patient engagement and adherence.