Online Platform and Native Mobile Apps for Patients Support Programs

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There is a growing demand for pharmaceutical companies to run patient support programs (PSP). These programs are usually services offered to patients designed to help management of medication and/or disease outcomes (e.g. adherence, awareness and education). Some programs may also offer to healthcare professionals tools to support their patients and optimize treatments.

During these programs there is always direct contact between at least three parties, patient, his or her doctor and the company which is running the PSP. However there is always a fourth party, either the pharma or the insurance company which owns and sponsors the program and requests anonymized statistics reporting. There is a lot of data related with a PSP program. This data may be structured or unstructured and cover many different areas, from providing reimbursement assistance to connecting the patient with nursing services, scheduling infusions at injection clinics,

having pharmacies dispense the products and providing compliance reminder calls. The information which is needed to be kept and processed for any PSP is highly specific to this particular PSP making it difficult to have a unified PSP software solution. We developed an online platform which can easily and rapidly be adjusted to the specific requirements of a PSP program. This platform offers some modules related with common PSP procedures such as scheduling communications with patients by any means (sms, telephone, push notifications etc) or keeping track of the progress of the patients during their presence in the program. We will present the use of this software and the measurable positive impact it has on patient treatment and health status for the following patient support programs : 1) Mutaabah Diabetes PSP in SA sponsored by Sanofi, 2) Bonds ,Khallili, Brillinta and ABP patient support programs in Lebanon sponsored by Novartis.

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