

Innovative Solutions to Maximize Patient Treatment Benefits

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The Issue: Government healthcare budgets are facing unprecedented pressure



The Issue: Healthcare systems are not set up to efficiently manage chronic diseases



Need for frequent visits to HCPs increases burden on hospitals/clinics

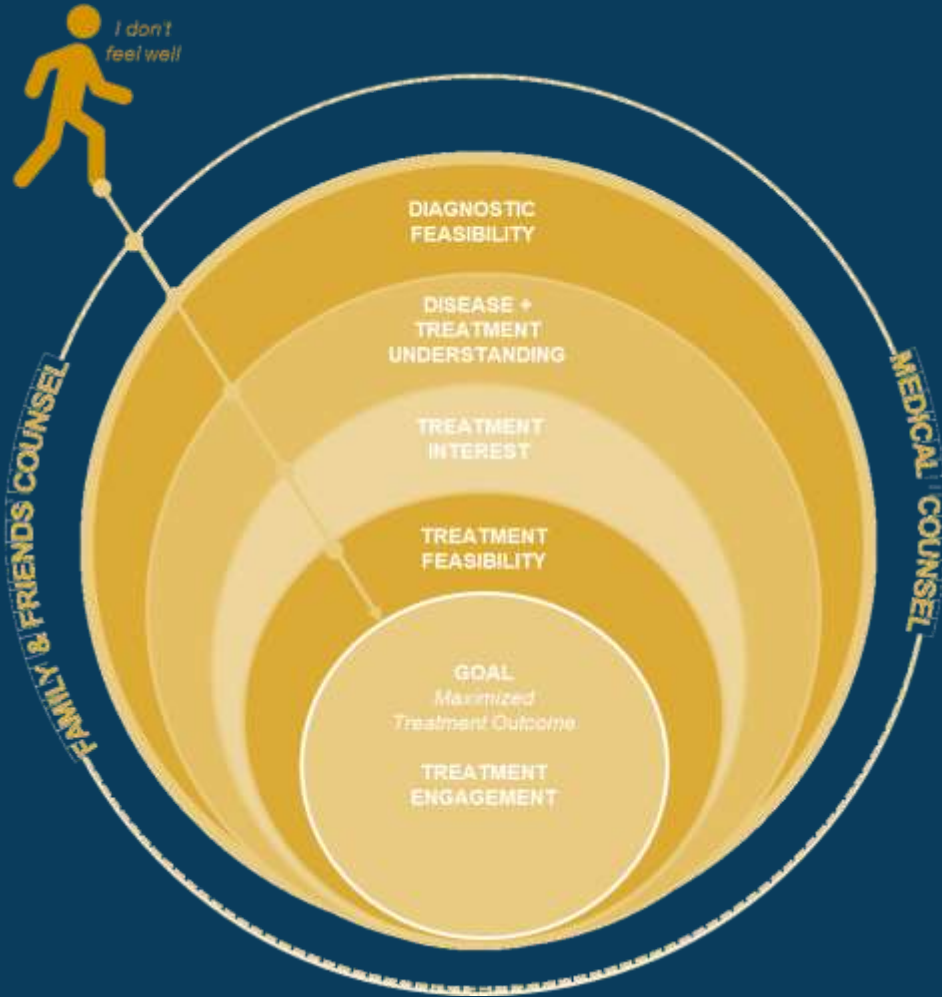


High cost of specialty medicines not feasible for patients and payers given long-term nature of treatment



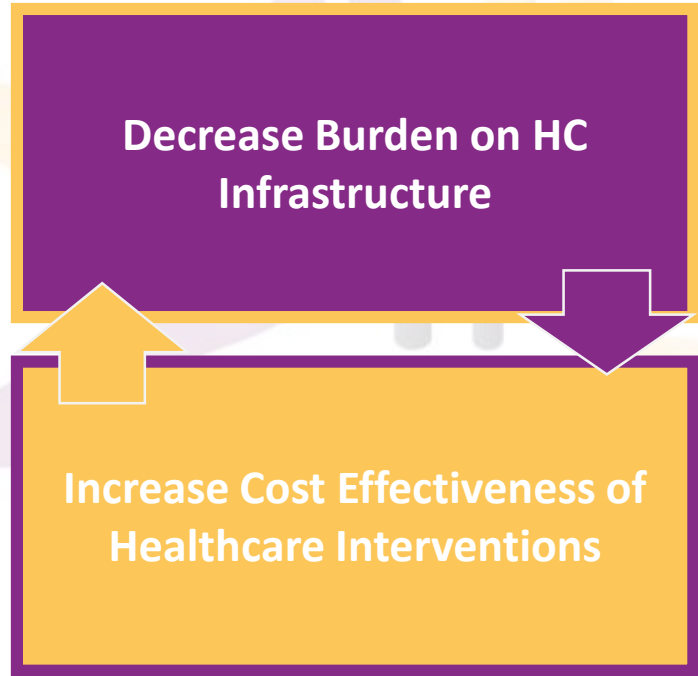
Limited focus on adherence results in limited treatment benefits, return visits etc.

COST-EFFECTIVENESS LIMITATIONS



The Changing Role of the Patient

As HC budgets and systems face increasing pressure, patients are taking on a more significant share of healthcare costs, and as a result, playing a more active role in healthcare decisions – particularly decisions to pursue, pay for and stay on treatment

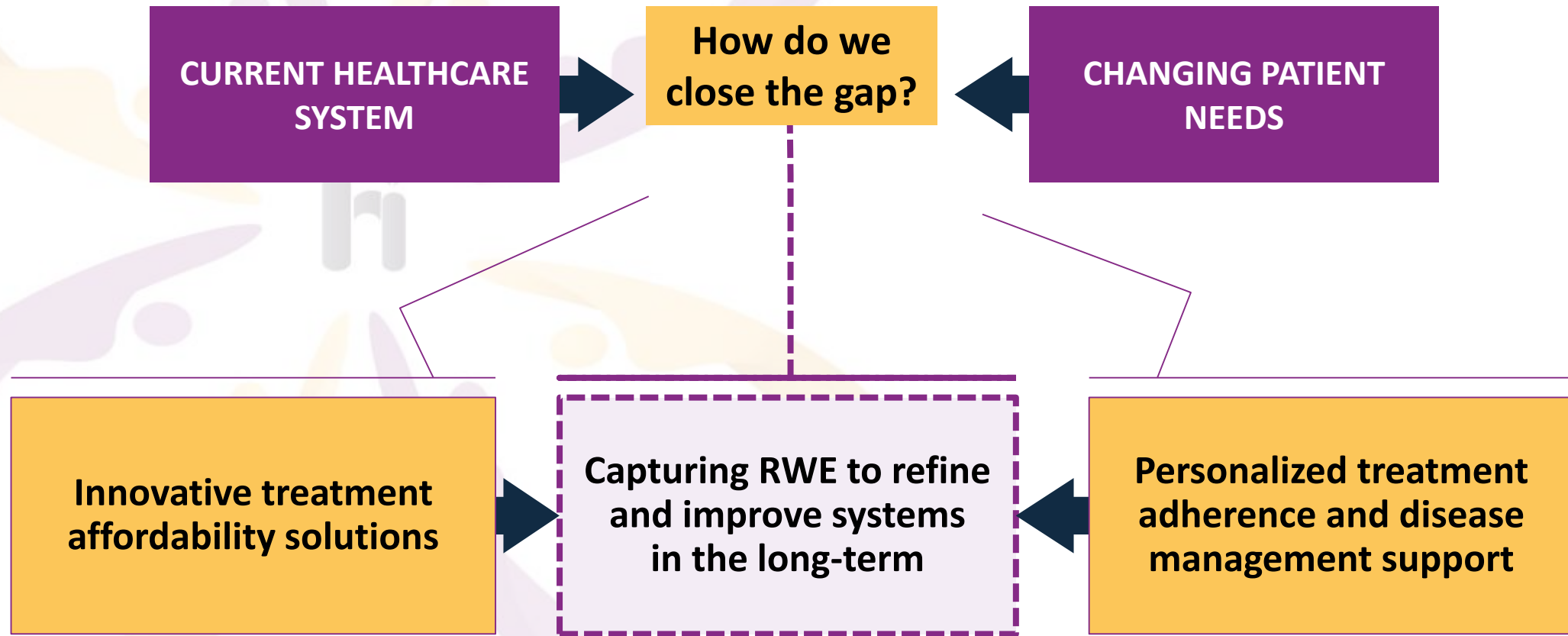


A New Mindset

Developing a structure that enables patients to access and stay on treatment by addressing the many layers of how they make care and treatment decisions can decrease the burden on the HC system, and increase the cost-effectiveness of HC interventions.



Closing the Gap between the current system and changing patient needs



Innovative Treatment Affordability Solutions



Patient Affordability Scheme

Patient contributes to payment costs according to financial assessment results



Cash Flow Facilitation

Overcome cash flow shortage resulting from delayed reimbursement



Co-Pay Support Vouchers

Support patient payment by covering some or all co-pay

Access to Diagnosis

Disease and Treatment Education

360° Patient Support to Maximize Treatment Benefits

Disease Management

Adherence Programs

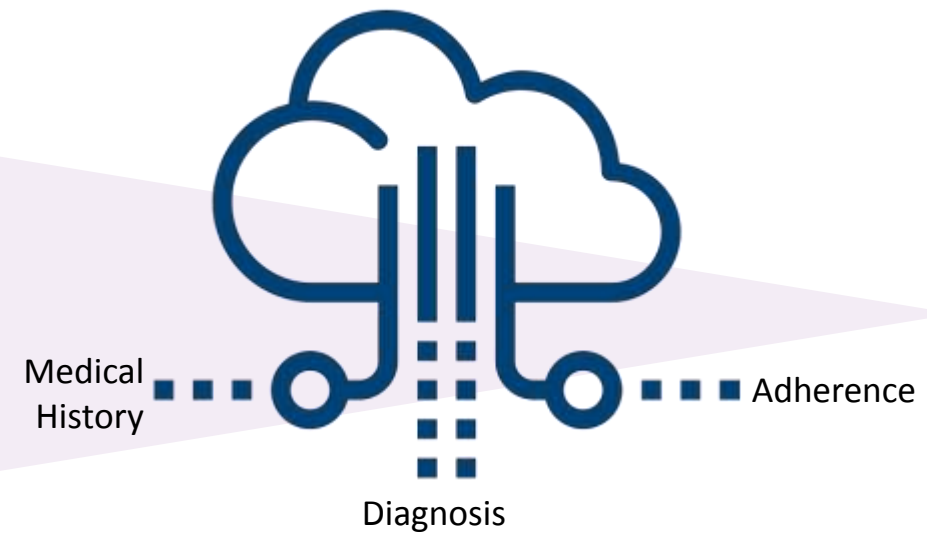
Personalized treatment adherence and disease management support



Patient Needs Assessment



Personal Adherence & Support Strategy (In-Person and Virtual)



Integrated RWE Capture and Analysis

Capturing RWE to refine healthcare systems and inform decision making

1. **New technologies enable us to capture patient data in real-time**, taking our understanding of patient behavior to the next level
2. **Data can be quickly and easily fed back into the health system** to improve affordability and adherence initiatives and inform HC decision making
3. **As systems and policies better adjust to changing patient needs, treatment benefits will improve, and in return, the burden on the HC system will decrease and the cost effectiveness of healthcare solutions will increase**



Goal: Creating an Adaptable and Efficient Healthcare System

