

AllazoHealth



Case Study

Improving the Therapy Initiation and Efficiency of a Leading Immunology Biologic Support Program

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Overview:

Improving the impact of Patient Support Programs with AI

A leading immunology biologic therapy manufacturer faced challenges organizing patient data and solutions for their Patient Support Program (PSP). Designed to help patients onboard and adhere to therapy, the program had redundancies and inefficiencies that hampered its success due to siloed datasets.

Leveraging the AllazoHealth AI platform, the manufacturer not only consolidated the data but improved patient engagement, eliminated thousands of unnecessary and costly tasks, and most critically, showcased how AI can be transformative in streamlining operations and creating a more personalized patient experience.



The Challenge:

Organizing disparate datasets to improve the Patient Support Program experience

The manufacturer of a leading immunology, biologic therapy faced a significant challenge in organizing patient data to successfully onboard and help them through their Patient Support Program (PSP). This particular PSP was designed to assist patients in learning about and administering an injectable monoclonal antibody medication. Typically, a program like this would initiate outreach and communications to support therapy initiation, medication refills, and reminders to avoid any potential gaps in prescription coverage. Because managing medication support relies on the interaction of complex datasets and platforms, success of the therapy initiation and adherence programs relied heavily on well-organized and comprehensive patient data.

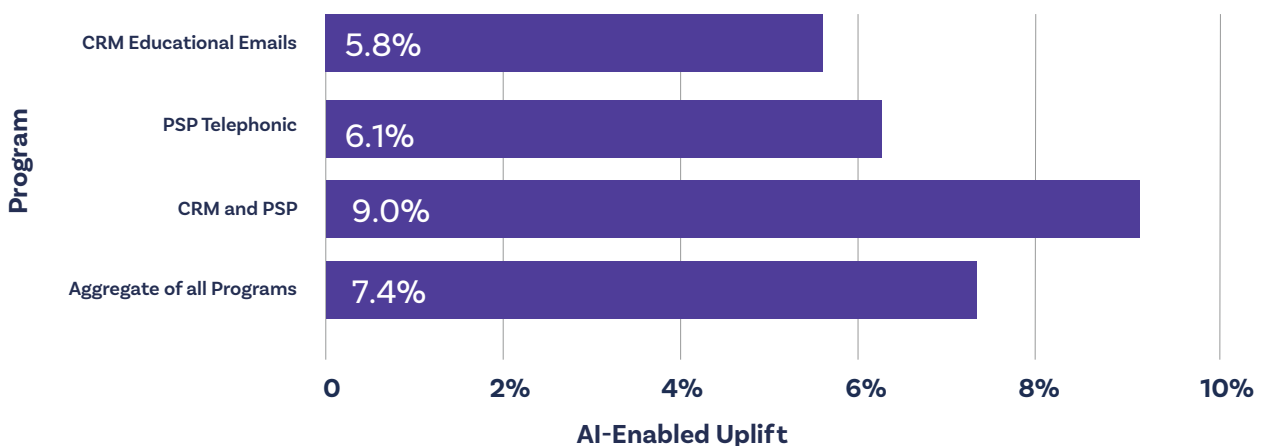
However, the manufacturer's data on patients was located across various datasets that were siloed, leading to redundancies and inefficiencies in patient outreach—which could have significant consequences on a patient's engagement. The lack of data integration and visibility meant that the manufacturer couldn't always accurately identify patients who had received their prescriptions, resulting in over-communication to some patients while others were left without support.

The complexity of the medication, being an injectable therapy, introduced further challenges. Patient hesitation in using injectables required different types of clinical and educational information, and without a full understanding of patient backgrounds and needs, the interventions were not coordinated or consistent with where the patient was at in their journey. This lack of coordination resulted in delays in patients receiving medication, wasted time, and increased operating costs.

“We had lower amounts of patients fulfilling their therapy through the program than we wanted,” said the Head of Digital Analytics and Insights, “a lot of that had to do with the amount of time it took to complete tasks, including duplicative efforts by our PSP.”

To address these issues and enhance the patient experience, engagement, and outcomes, the manufacturer sought a solution that could consolidate, analyze, and orchestrate their data and solutions more effectively.

Incremental commercial first fills within 90 days of program enrollment



*Uplift is the percentage of additional, incremental scripts that were filled \leq 90 days of enrollment

The Solution:

Piecing the puzzle together for a harmonized view of the patient using data

The manufacturer partnered with AllazoHealth to analyze disparate and siloed data to deliver optimal patient engagement and outcomes. AllazoHealth's expertise in data analysis and predictive analytics enabled the manufacturer to identify which patients needed help and when, allowing for timely interventions and personalized PSPs.

To paint an image of how siloed data can be, the manufacturer was leveraging three separate data sources. These include a CRM database used for email communication, the Patient Support Program's system, and a data aggregator. These systems didn't fully integrate with each other, providing a spotty picture of patient needs.

For example, a patient might be enrolled in the PSP, but there was no information that confirmed they received the medication. And when a support specialist did reach out, they didn't have full visibility into how many times the patient had been contacted, creating unnecessary outreach.

The data was a puzzle waiting to be pieced together. The CRM system data typically included a few identifiers, such as open rates, but didn't align with critical information like the dates of past refills. The PSP would have information on intervention data and operational processes involved in therapy initiation, doctor approval records, medication shifts between pharmacies, and co-pay information. And the data aggregator held information on specialty pharmacies related to medication fulfillment.

A snapshot of the manufacturer's data ecosystem



CRM database

The CRM database held contact information and engagement info, like open rates.



Patient Support Program

Contained patient-level data, including engagement and operations for outreach, prescriptions, doctor approvals, and more.



Data Aggregator Service

Held specialty prescription and pharmacy information related to medication fulfillment.

The data was a puzzle waiting to be pieced together, with critical patient information scattered across separate sources. The PSP experienced redundancies and inefficiencies that impacted the patient experience.

The Implementation:

Bringing teams and data together to unlock new insights

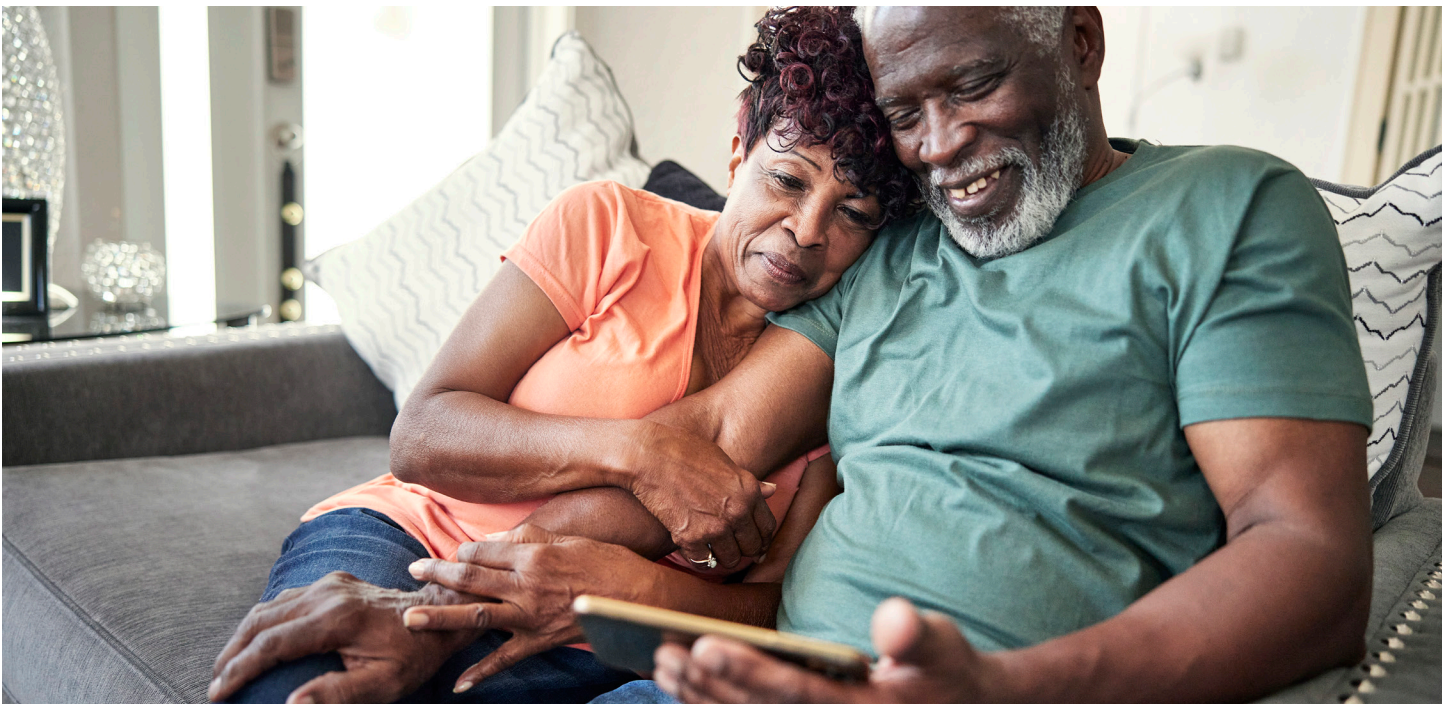
To solve the problem, AllazoHealth worked closely with the manufacturer's teams, including their internal CRM and Patient Data teams, along with the patient support services team, and third-party hub service vendors responsible for patient outreach. The first significant challenge was to integrate data from all three sources to create a harmonized view of each patient's information. By mapping and organizing the data, AllazoHealth was able to complement each dataset and provide a clear picture of the patient experience and engagement.

AllazoHealth's AI platform went beyond just connecting their data - it also brought in other external data on the patients and generated predictions of patient response and engagement, enabling personalized and targeted outreach.

By analyzing seemingly insignificant information, such as email bounce rates or unopened mail, AllazoHealth equipped the manufacturer with actionable insights so they can prioritize tasks and interventions that truly engaged and benefited patients, while eliminating redundancies and saving time and resources.

“AllazoHealth was an appealing option—we had the opportunity to leverage something that was already proven in market, that could be quickly turned on, and would work better over time.”

-Head of Digital Analytics & Insights



The Outcome:

Data consolidation leads to new efficiencies and exponential impact

Deploying AllazoHealth's AI solution exceeded expectations. The manufacturer achieved a therapy initiation rate significantly higher than projected, initiated therapies faster than usual, and eliminated hundreds of thousands of unnecessary outreach tasks. When the data finally displayed a full picture of patient contact and needs, efficiencies reverberated throughout the program, with the manufacturer ultimately seeking to expand the role of the solution in other areas of the business.

Increased therapy initiation rates

The manufacturer's original goal was to achieve a one to two percent increase in therapy initiation. By leveraging AllazoHealth's AI, the manufacturer realized a five percent increase in therapy initiation, surpassing expectations. The personalized and timely outreach, informed by predictive analytics, ensured the right patients received the right message at the right time, leading to improved engagement, earlier therapy onboarding, and better adherence to therapy.

Efficient data synthesis and quick implementation

AllazoHealth successfully delivered the solution in under four months, from contracting to launch. The quick turnaround allowed the manufacturer to jump start their PSP with improved efficiency and patient engagement sooner than expected.

“AllazoHealth was a key part in increasing our productivity with the cancellation of unnecessary tasks, helping employees in our PSP focus on activities that help the patients get access to therapy. Whether it's therapy initiation or addressing ongoing barriers to adherence, we have more time to focus on tasks for patient needs, rather than ones that won't have impact.”

–Lead, Patient Support Services, Portfolio Operations

Elimination of unnecessary tasks and outreach

Previously, manufacturer's hub service faced an overwhelming backlog of tasks and outreach early in the year, when many patients were switching or obtaining new health benefits. However, with AllazoHealth's solution, the manufacturer could prioritize critical tasks, resulting in the elimination of more than 400,000 unnecessary tasks that would have burdened the company for years.

Enthusiastic stakeholder reception

AllazoHealth's solution was met with strong reception from internal stakeholders within the manufacturer's company. The ability to integrate data from multiple sources and generate predictions and recommendations for patient outreach made a strong business case to expand the use of the AllazoHealth platform in other areas of the company.

By partnering with AllazoHealth and leveraging its powerful AI platform, the manufacturer transformed its Patient Support Program and significantly improved patient outreach and engagement. The integration of data from different sources provided a holistic view of each patient, enabling personalized and targeted outreach. As a result, therapy initiation rates increased, unnecessary tasks were eliminated, patient adherence improved, and the stakeholders surpassed their goals.

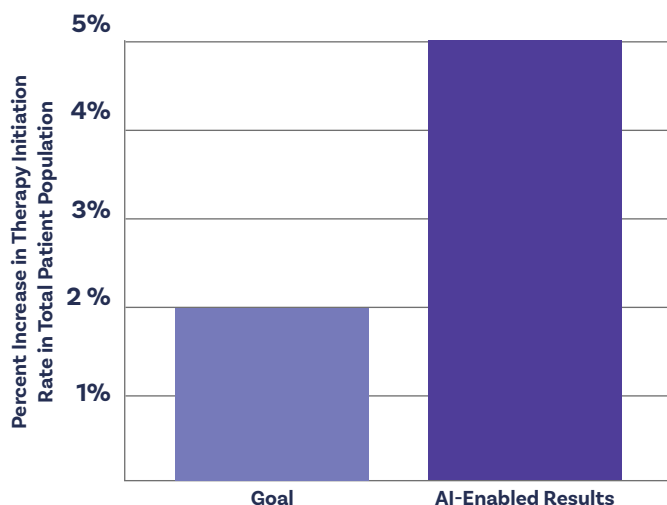
Looking forward, AllazoHealth learned that the initial launch was remarkably successful. The manufacturer is looking to expand the use of the AI technology to help patients not only start, but also stay on the prescribed therapy. With such strong success indicators at the therapy initiation phase, the manufacturer is now working to ensure the rest of the patient's journey is equally efficient and personalized.

“There’s additional work we could do to drive patient therapy adherence and engagement, as well as educational initiatives in the future. It’s an opportunity to take things to the next level. By gaining a fuller picture with our data, we can deprioritize things that aren’t impactful, and make sure adding headcount isn’t the only solution for growth.”

-Lead, Patient Support Services, Portfolio Operations

AllazoHealth demonstrated how leveraging advanced technologies like AI and predictive analytics could revolutionize the manufacturer's patient support programs, ultimately leading to better patient outcomes and more efficient operations. With AllazoHealth's solution, the manufacturer could prioritize patient support, enhance their PSP, and create a lasting positive impact on patient well-being outcomes.

Leverage AI to Boost Therapy Initiation Rates



About AllazoHealth

AllazoHealth is the pioneer in delivering AI-driven healthcare experiences. Through its award-winning artificial intelligence (AI) platform and identified patient data, AllazoHealth empowers pharmaceutical organizations to personalize interventions and create the optimal experience for each individual, maximizing the impact and efficiency of pharmaceutical marketing and patient support programs. AllazoHealth's breakthrough technology currently helps its healthcare customers and partners to improve therapy initiation, medication adherence, and health outcomes for millions of people across the United States.

Learn more at [AllazoHealth.com](https://www.AllazoHealth.com)