TRANSFORMING THE PATIENT-CENTRIC APPROACH

Specialty pharmaceutical manufacturers can tap into the power of their data
Specialty pharmaceuticals continue to be the fastest-growing class of medications in the US, making up 90 percent of the 2021 top sellers. A combination of factors—including an aging population, rapidly rising drug prices, and a personalized approach to medicine, especially in oncology, rare disease, immunology, neurology, cardiovascular, and addiction—contribute to this performance.

This growth means specialty pharmaceutical manufacturers need to adopt a patient-centered approach which connects disease foundations, patient advocacy groups, health plans, health systems and physicians, regulators, competitors, pharmacies, healthcare organizations, payors, and technology and wellness companies. To do this, pharmaceutical manufacturers must contract with data providers to capture and process large quantities of information from disparate data sets. The US healthcare system generates an estimated one zettabyte of data annually as patients undergo treatment while on specialty medication. Furthermore, this data is doubling every two years.

The other challenge is the fragmentation of patient treatment data, resulting in manufacturers having difficulty answering basic reach, conversion, and retention questions. These questions include: do we understand the burden of disease in our targeted markets across the country, are we identifying and accurately understanding the size of the market, what are our patient counts, how many patients are converting to therapy over time, and what factors are most influential for adherence to our treatment?

Capgemini’s patient-centric data and insights platform offers pharmaceutical manufacturers a robust solution to make sense of the volume of data generated by patients and consolidates treatment data on therapy from the disparate and siloed healthcare ecosystem. This gives our clients a “single source of truth” for each patient. Truly driving better outcomes requires monitoring, measuring, and improving the overall patient experience.

Capgemini’s patient-centric data and insights platform is a single-tenant cloud-based platform that helps our clients better understand how patients progress through the treatment journey, beginning with the healthcare provider’s first diagnosis through therapy completion. Knowing what is happening at the patient level and providing actionable insights to the teams supporting that patient allows our clients to intervene and remove barriers to therapy. Our widely utilized platform allows patients to initiate therapy faster and remain on therapy longer, driving better healthcare outcomes.
AN INSIGHTS-DRIVEN APPROACH

Our insights-driven approach (IDA) to tracking brand, patient, market, and operations insights manages the intake, processing, and delivery of data in a HIPAA-compliant (de-identified) fashion and creates visualizations using our patient-centric data and insights platform. The platform has been extensively tested with clients and the data extracts, reports, and visualizations effectively drive a better patient experience. Capgemini also provides a full range of strategic consulting services to help brands define and support KPIs. The Capgemini Specialty Data Management Team also offers the ability to scale, with over 1,500 industry specialists, 350 specialty data partners, and 100 specialty brands supported by our team.

Capgemini’s patient-centric data and insights platform provides business users with actionable insights to reduce the leakage points or vulnerability points along the patient journey. Combining our technology and vast experience across specialty medicines allows us to help our clients get patients on therapy more quickly and keep them on treatment until they reach their clinical outcomes.

The challenges typically faced by pharmaceutical manufacturers can be solved by selecting a specialty solutions partner that has the following:

- A leading data-management platform that has been specifically designed to manage complex and evolving datasets from channel partners

- Efficient processes to acquire and validate this information and quickly identify, log, and remediate data-quality issues

- A deep understanding of how businesses use this data and the ability to deliver actionable insights through extracts, reports, and visualizations

- A highly skilled and experienced team to support the ongoing operations of the platform and drive improvements with our client’s channel partners.

CREATING A UNIFIED PATIENT JOURNEY

The pharmaceutical community is rapidly adopting a data-driven patient-centric approach to ensure that patients initiate therapy quickly and stay on therapy longer. Working with their channel partners, manufacturers have access to data in near real time to help identify patient access barriers and challenges. Specialty pharmacies, patient services organizations, and physicians all have touch points in the patient journey. Weaving these sets of data together provides full visibility into the patient journey.

What does a best-in-class platform solution encompass? Firstly, it should aggregate and scrub all supply-chain and patient-level data assets, with full customer-level mastering. Secondly, the platform solution provider should have depth and breadth in its relationships with channel network partners to ensure ease of data transfer. Thirdly, the platform should integrate with other vendor and manufacturer systems (CRM, CDW, and reporting platforms). The convergence of these three abilities creates an agile and scalable commercial data strategy that will drive business growth and ensure optimal healthcare outcomes for patients.
Manufacturer organizations are looking to leverage platform consolidation as an avenue to drive business agility and adopt mature data strategies. This Platform-as-a-Solution approach enables our customers to reap economies of scale in data management, break down data and application silos, and have deeper levels of visibility into their patients’ journeys.

Improving patient outcomes can only be realized when all functional teams across the organization have access to accurate data in a timely manner. This can be easily achieved by leveraging Capgemini’s patient-centric data and insights platform.

How can manufacturers assess the impact of their commercial investments in removing barriers to patient access? Industry best practices dictate that a patient-centric data-driven approach is necessary to understand the touchpoints in the patient journey that are impacted by market access, field decision support, and patient services – the three main organizational levers that can be pulled to help patients initiate therapy faster and stay on therapy longer.

Real-time actionable insights are needed to address therapy initiation and persistency challenges faced by patients. Whether it is identifying a stalled script during the prior authorization process, a delay based on HCP response, or triaging patient out-of-pocket financial burdens, the patient-centric data and insight-focused platform can proactively help market-access teams, patient-service organizations, and field decision-support teams better use insights to drive precise actions.

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion (about $21 billion USD at 2021 average rate).

Get the Future You Want | www.capgemini.com

Note: current conversion is €1 to $1.20 (2/17/21)

The information contained herein is provided for general informational purposes only and does not create a professional or advisory relationship. It is provided without warranty or assurance of any kind.

Copyright © 2022 Capgemini. All rights reserved.