

Case Study

Developing a Comprehensive Treatment and Funding Strategy to **Improve Drug X Adherence**



Client's Objective

The objective was to identify patient access initiatives to improve treatment persistence for a drug in Alzheimer's Disease (AD) patients.

Client Situation

- Client had Drug X to treat patients with Alzheimer's Disease (AD) and was experiencing issues with treatment persistence
- The assessment was critical for the client to identify add-on patient access initiatives to achieve Drug X's treatment persistence

Key Business Questions

- What are the current treatment persistence rates in AD by line of treatment, and how are these impacted by patient comorbidities?
- What are the top three factors that lead to the discontinuation of the client's drug?
- What manufacturer support is expected by patients to continue treatment?

Solution Approach

- By leveraging desk research, we developed an AD treatment journey integrated with funding flow & decision-making stakeholders and created a long list of potential persistent issues
- We conducted discussions with healthcare professionals (HCPs), reviewed patient charts, and analyzed patient diary to validate persistent pain points across the care continuum

Snippets

Ingenious  Brain

Initiatives deployment to drive awareness amongst patients/ categories for monitoring and reporting on side-effects given it strongly impacts Drug X persistence

Top issues leading to Drug X persistency issues		Potential patient access strategy needed	
Cognitive issues	27% of patients on Drug X suffered from dementia and felt they have already taken the medications	Treatment monitoring	A treatment monitoring tools/apps with reminders for treatment will help patients/caregivers to continue the treatment
Frequent Travel	15% of patients wanted their drug available in the nearest community center to avoid frequent traveling	Drug availability in community center	Identify strategic community centers and ensure Drug X is available to them via distributor. Alternatively create patient drug ordering interface to refill prescriptions and deliver medicines
Safety issues	45% of the patients experience safety issues and felt drug switch is the only solution	Drive awareness on safety/AE management	Educate patients/caregivers on Drug X AE expected and their next steps to ensure treatment continuity
Coverage issues	13% of patients wanted additional co-pay support to continue on the treatment and were taking treatment breaks due to lack of coverage	Create additional financial support	Understand if any additional co-pay assistance can be created for patients not covered or have exhausted co-pay support to achieve Drug X treatment continuity

Source: Qualitative research with Neurologist (n=55) and Geriatrician (n=50)

Copyright 2024 | Ingenious e-Brain | All Rights Reserved



Impact

- By deploying initiatives to educate patients and caregivers on the importance of monitoring and reporting side effects, our strategy helped clients achieve better Drug X persistence
- Our strategy positively impacted clients by enhancing travel support and ensuring consistent drug availability at strategic community centers, fostering continuous care and medication access

Ingenious Brain

Ingenious e-Brain is one of the renowned consulting firms that provides 360-degree support to enterprises across the globe in improving their portfolios, be they Fortune 50 companies, startups, institutions, or independent inventors. With a team of 60+ IP professionals honing technical knowledge across various domains, we've been strategically guiding our clients throughout their journey, ranging from innovating to launching any product(s) or process(es) in the market, thereby avoiding last-minute roadblocks and associated commercial loss. We are an ISO-certified company with offices in India, USA, UK, Japan, and Germany.

As one of the leading IP consulting firms with a strong reputation for handling high-stakes cases, Ingenious e-Brain provides a broad range of patent services to enterprises across various domains. Innovation, knowledge, and transparency form the basis of our company's mission and vision. Along with cost benefits, we provide authentic results, ensuring confidentiality and security.

Copyright © 2024 Ingenious e-Brain

We are located at

India (HQ)

207-208 Welldone TechPark, Sohna
Road Sector 48, Gurugram, Haryana
122018

+91 124 429 4218

Japan

1-12-14 Jinnan, 6F/7F/8F Shibuya
Miyata Bldg, Shibuya-ku

+3 397 046 5950

Delaware (USA)

8 The Green, Suite B, Dover, DE 19901

+1 302 450 1418

California (USA)

99 S Almaden Blvd, Suite 600, San Jose, CA

+1 347 480 2054

Germany

5th Floor, Hahnstrasse 70, Frankfurt am
main, 60528

+49 335 2773 4678

United Kingdom

13 Freeland Park, Poole, Dorset, United
Kingdom, BH16 6FH

+44 207 193 3548

For enquiries e-mail us at
contact@iebrain.com

Find more about us at
www.iebrain.com

Follow us on

