With the advancement of ground-breaking digital tech, biopharma is now prioritizing the consumer experience and how they can build authentic relationships with patients. The rapid shift to a platform-based model has resulted in a new generation of patient engagement programs that are creating an integrated environment where human engagement, technology and data co-exist in symbiosis to set a new standard of what patient centric engagement looks like.

PATIENT NEEDS AND EXPECTATIONS CONTINUE TO EVOLVE

Patients continue to elevate their expectations from their Pharma company. And the needs they have is putting greater pressure on Pharma to deliver best-in-class patient engagement.

Trends

	Evidence
Increased levels of **consumerism and patient centricity** in healthcare, influenced by companies like Amazon, Uber etc.	**60%** of consumers expect their digital health experience to mirror that of retail[1]
Patients have become interested in **educating themselves**, prompting a greater request for support from their Pharma Co.	**72%** of patients say they would like to have conversations with their doctor about better self-care[2]
The familiarity with **virtual care** during the pandemic has made it an increasingly preferred option for engagement	**76%** of patients are interested in using virtual health going forward, when only 11% used it in 2019[3]
Patients are more **in tune with the latest innovation** and are expecting it to play a greater role in their healthcare interactions	**67%** of patients say they would be comfortable using emerging technologies such as virtual reality, augmented reality, and AI for their healthcare[4]

RAPID EMERGENCE OF DIGITAL FOR PATIENT ENGAGEMENT

With these increasing needs and expectations the patient engagement marketplace has seen tremendous growth, with a particular focus on digital health.

Market Growth
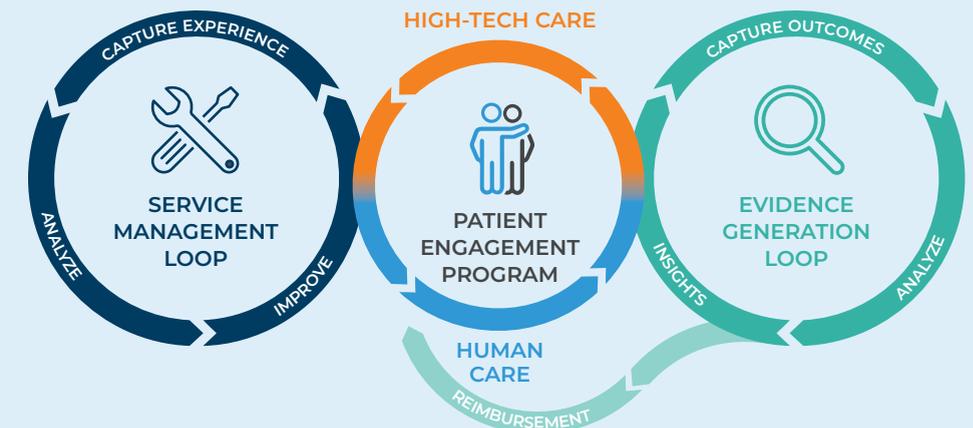Patient engagement solutions market size is expected to reach nearly **$70B** by 2027[4]

Investment Focus
Total VC investment grew **2x** from 2019 to 2021, up to nearly **$15B** annually[5]

Shift to Digital
38x increase in virtual from pre-covid baseline, estimated **$250B** of healthcare spend that could shift to these type of models[5]

THE NEW GENERATION OF PATIENT ENGAGEMENT PROGRAMS

The New Model[6]

HIGH-TECH CARE

CAPTURE EXPERIENCE — ANALYZE — IMPROVE — **SERVICE MANAGEMENT LOOP**

PATIENT ENGAGEMENT PROGRAM

CAPTURE OUTCOMES — ANALYZE — INSIGHTS — **EVIDENCE GENERATION LOOP**

HUMAN CARE — REIMBURSEMENT

3 Key Elements

High-tech, human care: Leveraging technology to deploy scalable and personalized human engagement.

Evidence generation loop: Capturing real-world data on health outcomes and establishing an evidence and insights engine that can feed innovative commercial arrangements.

Service management loop: Collecting experience, operational and other patient data to feed a continuous improvement loop of the patient engagement program.

Benefits of New Model

1. Streamlining the patient experience
2. Optimizing the right resource allocation
3. Personalizing the patient support
4. Making the support dynamic
5. Capturing data and turning it into rich insights

Connect with VMS to learn more about the next generation of patient engagement programs.