

Holistic Patient Support: Integrating Social Determinants for Better Health Outcomes

Today's biopharma companies typically provide foundational support services like benefit verification and medication delivery coordination. However, research shows that patients with complex or rare conditions require more a comprehensive and holistic approach that addresses critical social determinants of health (SDOH)—such as stable housing, reliable transportation, nutritional security, and community connections—which profoundly influence treatment outcomes and overall wellbeing.

Statistics

While clinical care and emotional support are essential foundations, social determinants of health account for between 30-55% of health outcomes, requiring more holistic support programs that extend beyond traditional interventions to address the fundamental social barriers patients face throughout their care journey.¹

50%

of patients feel like the healthcare system doesn't care about 'people like me'²

>20%

of non-senior adults without access to a car or public transit missed or skipped a medical appointment in the past year³

30.6%

of patients with chronic conditions report food insecurity affecting their health management⁴

36.7%

of patients with chronic conditions experience housing insecurity, which can directly affect their ability to store medications properly and manage their health conditions⁴

50%

increased risk of premature death when patients lack adequate social support systems⁵

64%

of economically vulnerable patients reported not taking their medications as prescribed⁶

78%

of patients reported an improvement in their SDOH with personalized support⁷

Four Pillars of Effective Personalized Support

Tailored Approaches

Support must be specific to each patient's unique needs, expectations, and barriers that may impact treatment adherence, extending beyond clinical factors to address social determinants affecting overall patient wellbeing.

Streamlined Coordination

Patients benefit from having a primary point of contact who identifies issues, problem-solves, and connects them to appropriate resources throughout their medication journey. This approach reduces confusion while improving patient opt-in rates, continuation rates, and persistency compared to traditional models.

Support should be interoperable, meaning that all entities responsible for supporting the patient can communicate with one another, ensuring that nothing falls through the cracks.

True personalization extends beyond addressing financial and logistical barriers to include clinical needs, emotional challenges, and social determinants, helping patients overcome the burdens of disease and better manage their overall wellness.

Integrated Systems

Holistic Support

How Pharma Patient Support Programs are Addressing Social Determinants of Health



Training

Support resources are provided with appropriate training to increase knowledge of how to deliver interventions.



Behavioral Health Tools

Support resources are equipped with techniques that engage patients based on varying SDOH to maximize behavior change.



Health Literacy

Programs assess patient health literacy to determine the best modality for engagement.



Adherence Risk Models

Programs using adherence risk scores are built based on the SDOH, to inform personalized interventions.



Multilingual

Programs are multilingual, with the ability to provide translation services.

Momentum's holistic patient support model addresses critical social factors impacting health outcomes through our Patient Navigators, who provide personalized guidance and connect patients with vital resources while coordinating with healthcare providers. **Contact us at businessdevelopment@momentuml.com to learn how our holistic approach can transform patient engagement for your population.**