

# *The Patient Support Agenda*

## Priorities Emerging from Hubs West 2026

Patient support leaders are navigating an increasingly broad set of priorities. Access and reimbursement remain fundamental, while new applications for AI and automation, growing expectations around program impact, more interconnected stakeholder ecosystems and changing patient and provider needs are adding new considerations to how support is designed and delivered.

The conversations at Hubs West 2026 reflected that breadth. They also reinforced how closely connected these priorities have become. Decisions about one part of a patient support program can shape what is needed across the rest of the experience, making it increasingly important to consider individual capabilities within the context of the full patient journey.

That starts with understanding the therapy, patient and provider experience and the ecosystem required to support them. From

there, organizations can better assess where access challenges occur, where technology can play a meaningful role and how program impact should be understood. And because those needs will continue to change, flexibility after launch is as important as the decisions made before it.

Viewed through that lens, five priorities emerging from Hubs West offer a useful framework for patient support strategy:

- 01 *Design the ecosystem before selecting the services*
- 02 *Address access complexity closer to the point of care*
- 03 *Put AI and automation to work intentionally*
- 04 *Demonstrate impact beyond operational activity*
- 05 *Build for change, not just launch*



## 01 | *Design the ecosystem before selecting the services*

The expanding range of capabilities available to patient support programs makes the starting point for program design increasingly important.

Rather than beginning with a predetermined collection of services, organizations can first consider what the therapy and patient journey require.

Therapy characteristics, patient population, route of administration, benefit design, distribution, launch stage, organizational maturity and risk tolerance can all shape what an effective support model should look like. Momentum's Hubs West panel explored these considerations as inputs to program strategy before implementation decisions are made.

That thinking extends to the organization surrounding the program. Patient services, market access, trade, medical, commercial and operations may each hold information or make decisions that affect the patient experience. Earlier collaboration can help surface dependencies and potential gaps before they become operational problems.

From there, organizations can make more intentional decisions about the role each part of the support ecosystem should play.

*What matters is not simply where each capability resides, but whether the experience connects across them.*

The hub remains a critical component, particularly around access and reimbursement. Education, engagement, field support, digital tools, adherence services and other capabilities may sit within or outside the hub depending on the needs of the program. What matters is not simply where each capability resides, but whether the experience connects across them.

Starting with the journey allows organizations to determine what patients and providers need, who is best positioned to meet those needs and how the different parts of the experience should connect.

## 02 | *Address access complexity closer to the point of care*

Viewing patient support as an ecosystem also changes how organizations can think about access.

Prior authorization requirements, payer policies, medical and pharmacy benefit dynamics, reimbursement, affordability and distribution can create challenges at multiple points in the patient and provider journey. By the time a problem reaches a traditional support workflow, a delay may already have occurred.

That makes where access support begins an important consideration.

Discussions at Hubs West around health system integration, provider workflows, field teams, specialty pharmacies, enrollment and data highlighted the number of participants and touchpoints that can influence whether patients move successfully into and through support.

Enrollment deserves particular attention within that picture. Even a well-designed program has limited ability to help if inconsistent entry points or complicated processes make it difficult for patients and providers to reach available support.

Looking across the broader ecosystem can help organizations understand where access barriers originate, how the different participants in the process connect and where earlier support may make the experience easier to navigate.

Access barriers can begin before the hub encounter does. A connected support strategy should account for the pathway patients and providers navigate before, during and after that point.



### 03 | **Put AI and automation to work intentionally**

The conversation around AI in patient support is becoming more practical. The question is shifting from whether AI belongs to where it belongs, what problem it should solve and what level of human involvement it requires.

*Identify the need first, then consider where technology can meaningfully improve the process or experience.*

Potential applications discussed across Hubs West spanned many parts of patient support and the operations surrounding it, including benefits verification, prior authorization, eligibility, financial assistance, administrative workflows, patient communications, data analysis and real-time decision support.

Technology can reduce repetitive work, connect information across systems and help identify barriers sooner. But its role in patient support cannot be evaluated solely by the amount of work it removes.

Patient support includes interactions with different levels of complexity, sensitivity and risk. An administrative task may be well suited for automation, while another moment may require judgment, reassurance, education or intervention from a person.

The broader AI discussion at Hubs West also raised considerations around data accuracy, privacy, consent, compliance, transparency and appropriate paths for human involvement.

For patient support leaders, that suggests a more practical starting point than the technology itself: identify the need first, then consider where technology can meaningfully improve the process or experience.

### 04 | **Demonstrate impact beyond operational activity**

Patient support programs generate no shortage of data. The more difficult question is whether that data provides a meaningful picture of what the program is actually accomplishing.

Traditional operational measures such as enrollment, call volume, application processing and time to resolution remain important indicators of program performance. But on their own, they may offer an incomplete picture.

Measurement needs to connect what a program does with what happens as a result.

Operational metrics can show whether services are functioning as intended. Measures such as engagement, patient and provider experience, speed to therapy and persistence can provide additional perspective on performance against program objectives. Qualitative feedback can add context that quantitative measures alone may miss.

The appropriate mix will differ by therapy, patient population and program objective. Defining success during program design can help ensure measurement reflects what matters to the program rather than simply what is easiest to count.

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This also gives data a role beyond reporting. The right measures can help teams understand where the program is succeeding, identify patterns that warrant attention and inform future decisions.



## 05 | Build for change, not just launch

Even a thoughtfully designed patient support program may discover after launch that some of its original assumptions need to change.

Patient needs become clearer through real-world experience. Utilization patterns emerge. Payer requirements shift. New barriers appear. Technologies mature. And what works for one patient population or stage of the journey may not work equally well for another.

The challenge is not to predict every possible change before launch. It is to design a program capable of learning and adapting as those changes occur.

That requires maintaining the collaboration and feedback mechanisms that inform program decisions beyond launch. Patient and provider feedback, operational trends and program outcomes can help teams distinguish isolated issues from patterns that may require a response.

Flexibility in the support model matters, too. Human and digital support may need to rebalance. Services

may need to scale. Partner responsibilities may shift. Standardized capabilities may need to accommodate therapy-specific needs.

These considerations were also central to Momentum's panel discussion, where the conversation emphasized the importance of designing programs with enough flexibility to respond to what teams learn after launch, rather than assuming every need can be anticipated up front.

Building for change means creating enough visibility, connectivity and flexibility to respond as the real-world needs of the program become clearer.

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## A More Connected Patient Support Agenda

The priorities emerging from Hubs West are not isolated challenges. Together, they reflect a broader need to consider patient support around the therapy and patient journey, with greater attention to how the different parts of the experience work together.

Starting with that broader view can help organizations make more intentional decisions about where support is needed, how access barriers are addressed, where technology can help and how success should be understood. As real-world experience accumulates,

those insights can inform how the program evolves.

The patient support agenda may be expanding, but the answer is not necessarily to add more. It is to make more intentional decisions about what support is needed, how the pieces connect and how the program can continue to respond as needs change.

For patient support leaders, the task is not simply to build more support, but to build it more deliberately.



## Five Questions to Take Back to Your Organization



### ECOSYSTEM

Are we designing support around the needs of the therapy, patient and provider, or assembling individual capabilities and expecting people to navigate between them?



### ACCESS

Where do access barriers first appear for our patients and providers, and are we positioned to address them there?



### TECHNOLOGY

Where can technology meaningfully improve the process or experience, and where does human involvement remain important?



### IMPACT

Does our measurement framework help us understand what the program is accomplishing, not simply the activity it generates?



### ADAPTABILITY

As patient needs, market conditions and program experience change, how easily can our support model change with them?

## About Momentum Life Sciences

Momentum Life Sciences is the leading provider of patient engagement solutions integrating human connection, advanced technology, and real-world data to deliver holistic support in a dynamic and personalized environment. Leveraging 30+ years of experience in patient engagement, we know consumers want to build and develop relationships with the pharma companies whose products they utilize, and the research shows these relationships are vital to achieving the right health outcomes for patients and business outcomes for clients.

Our innovative and award-winning platform, OneVoice™, can empower your brand teams to build authentic relationships with patients by uniquely combining data-driven technology and human interventions using our proprietary, intelligent algorithm to determine the right level of support for each patient based on disease state, product type, adherence risk profile, social determinants of health, real-world evidence, demographics, and psychographics to optimize the right mix of human and technology-driven interventions.

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