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The Implementation Playbook

What Industry Leaders Know About Patient Engagement Success

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Patient engagement programs are becoming increasingly sophisticated, with leading pharmaceutical companies achieving remarkable results through strategic implementation approaches. Industry veterans from **Momentum Life Sciences, Servier Pharmaceuticals, and Acadia Pharmaceuticals gathered at Hubs West in San Diego (September 2025) to reveal the methodologies driving their success.**

This document captures five strategic insights that distinguish programs achieving superior patient adherence and therapeutic outcomes from standard approaches, offering pharmaceutical teams proven methodologies to enhance patient support effectiveness and optimize therapy success.

1 Patient-Centric Design Requires Deep Segmentation and Adaptability

Patient journeys vary significantly based on disease progression, demographics, comorbidities, and provider relationships. Effective programs must go beyond basic segmentation to understand individual patient contexts and build flexibility for continuous adaptation.

"All roads lead back to helping patients successfully start and successfully stay on therapy."

—Jennifer Lichtman, VP of Market Access and Patient Services, Acadia Pharmaceuticals

Keys to Success:

Advanced Segmentation Factors: Disease state, treatment history, provider interaction frequency, social determinants of health, and comorbidity complexity all influence program design needs

Provider Relationship Impact: Understanding whether patients see providers weekly, monthly, or every six months significantly affects education and support requirements outside clinical encounters

Data Source Strategy: Identify upfront whether segmentation data will come from specialty pharmacy, patient self-reporting, or hub enrollment to enable proper personalization

Flexible Program Architecture: Build programs with inherent adaptability—initial implementation insights will evolve as teams learn from real patient interactions six months post-launch

Journey Mapping Approach: Map distinct pathways for newly diagnosed versus treatment-experienced populations, recognizing that prevalent patients may have different concerns (fertility, drug holidays, financial toxicity) than incident patients

Call Guide Philosophy: Design conversation guides rather than rigid scripts to enable personalized patient connections while maintaining compliance requirements

2   Strategic KPI Framework: Leading vs. Lagging Indicators

Successful programs balance predictive metrics with outcome measures, establishing measurement frameworks before launch to avoid scrambling for insights later. The key is identifying indicators that signal success before traditional adherence metrics become meaningful.

Keys to Success:

- **Leading Indicators to Track:** Disease state awareness metrics, HCP education levels, program enrollment rates, patient satisfaction scores, and "softer KPIs" that predict adherence success

- **Lagging Indicators for Validation:** Adherence rates, time to first fill, persistency metrics, conversion goals, and patient outcomes demonstrate longer-term program effectiveness

- **Timing Considerations:** Avoid weekly monitoring of metrics like copay utilization that can lead to overcorrection before programs demonstrate impact—establish appropriate reporting cadences

- **Goal Setting Framework:** Establish patient enrollment and persistency improvement targets over time, recognizing that patient support programs provide comprehensive patient care beyond single metrics

- **Qualitative Integration:** Track both quantitative metrics and qualitative patient/HCP satisfaction to capture full program value, including emotional support benefits

- **Strategic Positioning:** Ensure KPIs reflect patient support as a strategic function providing tools and resources for better disease understanding and journey navigation

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3   Ecosystem Integration and Vendor Orchestration

Program failures typically stem from poor coordination between multiple stakeholders rather than individual component issues. Success requires seamless data integration and unified team alignment across all vendors and internal partners.

Keys to Success:

> **Data Synchronization Priority:** Poor integration between hubs, specialty pharmacies, copay programs, and distributors can jeopardize patient continuity, especially when copay limits are reached mid-therapy

> **Vendor Alignment Process:** Get all ecosystem partners in a room for unified goal setting rather than managing siloed operations—create shared accountability for patient outcomes

> **Advocacy Integration:** Include patient advocacy organizations in ecosystem planning as they provide valuable journey insights often missed by traditional market research

> **Handoff Definition:** Establish clear transition points between vendors with defined escalation procedures and compliance-friendly data sharing protocols

"If you don't have data that's synchronized, what ends up happening is you can jeopardize the patient care and the patient experience."

—Naveed Masood, Head of US Patient Services, Servier Pharmaceuticals

> **Business Rule Challenges:** Don't just follow standard FPL (Federal Poverty Level) thresholds—evaluate your own patient demographics and payer mix to ensure financial assistance programs truly meet your patients' needs

> **Contingency Planning:** Proactively discuss "what could go wrong" scenarios during implementation to prepare response strategies before issues arise

4   Optimizing Human-Digital Integration: Actionable Strategies

These recommendations provide actionable strategies for designing hybrid patient support programs that effectively balance human and digital engagement to meet diverse patient needs, while remaining flexible as preferences evolve.

Keys to Success:

- **Consider Demographic Influence Factors:** Age, education, geography, caregiver burden, and disease complexity all shape interaction models

- **Apply Adaptive Program Design:** Start human-heavy and layer in digital elements, or begin digital-first and add human support as feedback dictates

- **Leverage Technology Adoption Analytics:** Use patient surveys and app analytics to optimize digital tool utilization

- **Implement AI-Powered Personalization:** Tailor intervention frequency based on adherence risk profiles

- **Prioritize Human Touch Where Needed:** Reserve human support for complex therapies requiring emotional support and relationship-building

- **Exploit Digital Efficiency Opportunities:** Use tech for reminders, educational content, 24/7 information access, and streamlined communication

- **Build Hybrid Model Flexibility:** Ensure programs can pivot between human and digital approaches as real-world learnings emerge

5   Operational Resilience and Partnership Selection

Program sustainability depends on partners who excel at both routine operations and crisis management. The most critical factor is selecting vendors based on relationship potential and operational wherewithal rather than just capabilities.

Keys to Success:

- **Relationship-First Selection:** Prioritize strategic partnership potential over pure capability assessments

- **Crisis Management Capability:** Evaluate vendors' ability to resolve backlogs, scale resources rapidly, and implement process improvements under pressure

- **Operational Transparency:** Ensure deep visibility into partner SOPs, technology architecture, and escalation procedures

- **Scalability Assessment:** Confirm partners can handle unexpected volume spikes or program changes across people, process, and technology

- **Flexibility Requirements:** Select partners capable of supporting both human and digital programs for future pivots without vendor replacement

- **Innovation Mindset:** Choose vendors who challenge conventional approaches while maintaining compliance

- **Solution-Oriented Culture:** Look for collaborative partners who proactively solve problems rather than reacting to them

Moving Forward

Patient support program complexity will continue increasing as therapeutic options expand and patient needs diversify. Organizations that master these five strategic principles position themselves to deliver meaningful patient outcomes through well-executed support programs.

Ready to implement these patient engagement strategies? Contact Momentum Life Sciences at **businessdevelopment@momentumls.com** to discuss how we can help you turn these insights into successful patient programs.

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 25+ 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, One Voice™, 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.

Visit us at momentumls.com.