



**It's Time to Make True
Patient Centricity Possible**

We need integrated, new digital models; an ecosystem-wide mindset change; and a top-down connected care leadership

Driven by cost and market pressures, patient support and management have, in recent years, become top priority for the Healthcare industry globally. All these converge with population growth, aging and corresponding chronic disease as well as care systems and patient experiences that have become much more fragmented today.

In the face of growing patient expectations in a digitally connected world, the burning question is: How to move effectively toward true patient centricity and offer personalized, connected care experiences.

According to a leading research service provider, about 8 out of 10 Health Care Providers (HCPs) in the US and Japan engage patients digitally.

And for this to happen, we need open, integrated and transparent new digital models; an enterprise and ecosystem-wide mindset change; and a top-down connected care leadership. It requires a mindset shift throughout the Healthcare universe.

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Step back and see the bigger picture

Pharma companies have been investing heavily in new technology and programs to become more patient-centric. For example, most Big Pharma have taken up patient-centric clinical trials by engaging patients digitally. While some pharma companies have lent online support for drug usage and disease information, others have provided patients with similar health conditions, networks to connect on.

But many of them are yet to achieve overall patient engagement and uncover meaningful patient insights. And as they do that, they are grappling with privacy issues related to patient identity and other areas of compliance covered by HIPPA, PHI and PII.

Health Care Providers, except the largest, have been stymied by implementation - cost and integration - issues. Medical device businesses are challenged by interoperability, device security and regulatory constraints. It is time to work out ways to achieve the best outcomes for businesses and patients.

Asheesh Shukla, Global Head, Life Sciences at Wipro, says: "The domain direction and experience design of new tools and programs have to be made with a deeper, real-world understanding of the kind of engagement, value or effectiveness needed in this space. It should be tailored to suit the needs of each hospital,

network et al., where no two objectives are the same." So far, none of the programs are comprehensive enough to create a connected care ecosystem.

We need smart solutions for the digital native patient, like integrated Health Management apps, to improvise, say, oncology clinical trials for pre-clinical drug combination studies using beyond-the-pill technologies. And then complete the journey by extending it to the commercial and regulatory touch points.

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Patients seek personalized, wholesome wellness solutions

Pharma giants are taking steps to become increasingly patient-centric, but there's considerable scope for improvement. For instance, the focus currently is more on digitizing and automating transactions like medication reminders, appointment scheduling etc., but not much has been done in areas of personalizing care based on individual patient behaviors, needs and preferences. This makes the care experience fragmented.

Patients seek a holistic wellness solution that would take care of, coordinate, and correlate

everything from medication to monitoring; giving them control and confidence, while allowing them to make informed decisions.

Just as mobile banking solutions, the Amazons and the Ubers of the world have transformed the digital native's life, it is the same level of technology, immediacy and transparency that s/he seeks around Healthcare.

The answer to all this lies in a holistic digital platform that is an open system, based on active and interactive collaboration. It should be able to integrate and leverage all



forms of technology. This platform needs to be device-agnostic and should be able to connect with the entire value chain, including Google, Apple, Microsoft, pharma and device companies through an Open Source architecture. It should engage and give patients ready access to and across all digital channels.

It should yield meaningful intelligence on patient condition and be a barometer of his/her wellness, to show providers and patients alike what an individual patient needs, needs more of or needs differently - and exactly

when, around their given treatment or care, active and preventive. The platform should be able to raise disease awareness among patients that enables early diagnosis and measures speed-to-therapy, while ensuring treatment adherence and better health outcomes.

The solution should also provide population health management. And, incorporate all critical functional capabilities and non-functional ones as well - from data privacy, compliance to security.

Putting the patient at the core

According to one of the largest research organizations in the US, the estimated cost for medication non-adherence is more than \$200 billion a year in the US alone. The need for engaging patients in their treatment has never been more pressing.

As we guide customers into this rapidly evolving territory, we ask them to approach it as holistically as possible: with a more encompassing strategy - not just in terms of tactical elements like apps or smart devices, or business

or patient information sites. But in ways that facilitate vital, valued collaboration between patients, caregivers, payers, patient representatives and advocates.

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About the authors

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