

First-in-Class Therapy Succeeds with Personalized Patient Services

Clinical support engages and educates patients resulting in high satisfaction

SITUATION

UBC was selected as the reimbursement hub to support the first approved therapy of its kind for the treatment of sickle cell disease (SCD). This therapy prevents the sickling of red blood cells and decreases pain episodes associated with the disease long term.

CHALLENGE

The sickle cell community is generally underserved and unfortunately has less access and availability to treatment centers compared to other disease states. Given the socioeconomics of this patient population and the complexity of the disease, SCD patients tend to have less trust in their healthcare systems and are less receptive to receiving ongoing support and education. Our sponsor was ready to build a reimbursement program but was hesitant to incorporate clinical adherence services due to concerns around patient adoption.

The program initially featured a patient assessment that stratified patients into two segments, high- and low-touch, that offered customized outreach and messaging for each patient segment. After access is secured and the medication shipment has been coordinated and delivered, customized outreach to the patient begins. The high-touch patients received more phone calls and support compared to the low-touch segment and our data indicated that patients in this segment were more adherent to their medication when compared to patients in the low-touch segment.

As this product is a daily oral tablet designed to rebuild the shape of cells as well as decrease pain episodes, some patients' drop off the medication after three months due to product side effects. There is also notable drop-off in later months as patients see improvement in their sickle cell-related symptoms and discontinue use.

SOLUTION

UBC implemented clinical support to engage and educate patients early given the known challenges that SCD patients are faced with. The program launched with an emphasis on supporting both patient access and adherence.

Today, the program continues to evolve as we gain valuable insights in patient behavior and treatment expectations. This includes implementing a mobile messaging digital assistant that offers flexibility in outreach channels to extend our reach and connect with patients more frequently and through more impactful channels.



Patient Metrics

97% very satisfied with the hub services

100% very satisfied with refill reminders

100% very satisfied with sickle cell disease education

Over time, the program has evolved so all patient receive monthly clinical support calls. The clinician model is focused on providing intervention calls around the known stop points, allowing a clinician to build rapport with each patient and educate on side effect management, leading to better treatment outcomes and long-term adherence.

After initial success, the adherence program transitioned to cover a national footprint and was combined with existing reimbursement services. The program now operates in a hybrid model where our client provides prescriber facing services and UBC offers patient-facing education.

RESULT

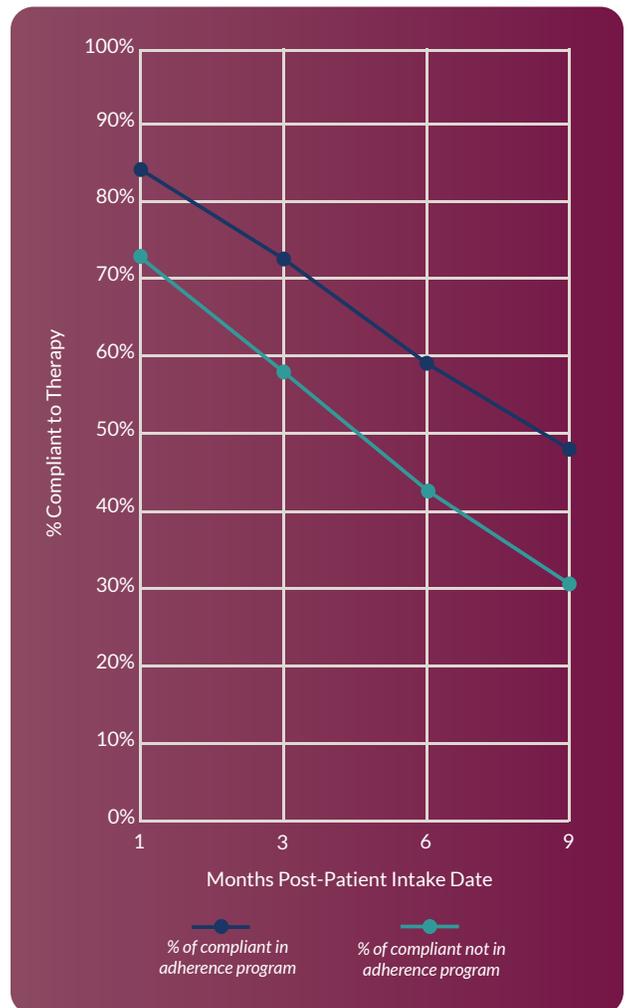
UBC's integrated approach, consisting of a care team with both reimbursement and clinicians, acts as a champion for patient access and affordability by conducting benefit investigations and supporting prior authorizations (PA) and reauthorizations if the initial PA has expired.

The program has seen success during treatment initiation as well as providing ongoing support to help patients stay adherent over the long term. Our data has shown that patients enrolled into the program are on average 15% more adherent to therapy than those not enrolled in the patient access program.

ABOUT UBC

United BioSource LLC (UBC) designs purpose-built patient access programs to meet the needs of the patient type and indication. By focusing dedicated team members on the patient's needs, we can increase the number of patients that start therapy and help each patient stay on therapy.

To learn more about our nursing and adherence capabilities, reach out to us at contact@ubc.com.



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