Accenture Life Sciences
Rethink Reshape Restructure...for better patient outcomes

Accenture Intelligent Patient Platform
Helping life sciences companies execute their patient-centered strategies using outcome-based analytics to deliver a uniquely designed experience and improved patient support.

High performance. Delivered.

The technology platform for Accenture Intelligent Patient Solutions
Accenture Intelligent Patient Platform helps pharmaceutical companies enhance their patient relationships by removing barriers that are impeding patient care and providing ongoing support through the full treatment period.

The platform helps pharmaceutical companies use real-world analytic solutions to design more precise patient programs based on the requirements of unique patient segments.

By using the platform, pharmaceutical companies can measure the impact of their patient programs across all modes of engagement (both in-person and digital) to refine program effectiveness for each patient segment.
Accenture Intelligent Patient Platform features four integrated components to enable patient-centered solutions:

- **Patient Engagement**: Coordinates and delivers a seamless customer experience with physicians and patients by directing and facilitating interactions across all channels.

- **Insights and Analytics**: Powered by Accenture’s Predictive Health Intelligence, this component enables internal and external data analysis to bring unique insights into patient treatment and engagement.

- **Connected Devices and Applications**: Design and operation of regulated applications and devices which improve patient outcomes and assist healthcare providers in managing patient care.

- **Patient Data Management and Service Exchange**: Aggregates patient data from multiple sources and connects both client and external vendor technology solutions to create a single view of all patient interactions.
Fast Facts

- Currently being implemented or piloted by several major global pharmaceutical companies.
- Fully configurable with the ability to be tailored based on therapeutic and patient needs.
- Ability to support both US and global markets.
- Informed by our experience working with 15 of the top 25 pharmaceutical companies developing and implementing patient services programs.
- Utilizes Accenture Predictive Health Intelligence, an analytics-enabled solution to help life sciences companies build evidence-driven business models through a real-world data repository of over 50 million electronic medical records.

Everyone Can Benefit

- **Patients** get on a therapy more quickly, easily and get the help they need to manage their condition.
- **Providers** get increased support towards their patient care specifications of quality, affordability and engagement (triple aim).
- **Payers** get the documentation they need in the appropriate format to process a patient’s potential benefits request more quickly and easily.
- **Specialty pharmacies** get all the information they need to fill the prescription, eliminating unnecessary follow-ups with physicians and patients.
Featured Applications in the Patient Engagement Component

These applications are all Certified Salesforce Fullforce Solutions

**Accenture Patient Onboarding Contact Center**

This application allows companies to quickly onboard patients to a specialty treatment. It is based on a proprietary workflow engine that provides pharmaceutical companies with an automated, collaborative and interactive framework across patient, physician, payer and specialty pharmacy based on a specific product lifecycle and patient journey. It provides a dynamic, visually engaging and comprehensive view of the patient journey from intake to first dose, helping pharmaceutical companies coordinate across other healthcare stakeholders.

**Accenture Patient Adherence Contact Center**

This application allows pharmaceutical companies to manage the ongoing adherence to a treatment for their global patient population. Using a proprietary workflow engine, it provides a visually engaging, comprehensive view of patient status, allowing pharmaceutical companies to have more informed discussions with patients and develop stronger, more loyal relationships with them.

**Accenture Mobile Nurse**

This application is a mobile app to assist field-based nursing associates with their day-to-day activities including patient and physician education, injection training and assistance with patient onboarding and adherence (in coordination with the Accenture Contact Center).

**Accenture Connected Physician**

This application provides physicians with a ground-breaking, simple way to access disease, treatment and product information, as well as training, and the ability to collaborate with fellow doctors and medically trained pharmaceutical experts.

The Accenture Connected Physician is a key enabler in accelerating and improving the way pharmaceutical companies engage with physicians with the ultimate goal of facilitating better patient interactions and outcomes.
Key Features of Patient Engagement Applications:

**Accenture Patient Onboarding Contact Center**
- **Detailed visual workflow** showcasing the various steps required to get a patient from diagnosis through treatment initiation and management spanning service request, benefits investigation and nursing activities.
- **Easy to use visual interface** to help visualize the actions and activities required for all parties involved in the patient journey including payer, provider, pharmaceutical company, patient and specialty pharmacy.
- **Case management functionality** allowing a team of users to access the same records and view status in a collaborative manner.
- **New insights through analytics** that measure program effectiveness and quickly identify areas for process improvements.

**Accenture Patient Adherence Contact Center**
- **Visual adherence screen** showcasing the patient profile, health information, connected device data, prescription fill behavior and interaction history to identify gaps in care and prepare the nurse for the patient discussion.
- **Patient segmentation functionality** to quickly assess the patient’s adherence risk and automatically enroll them into the appropriate support program.
- **Automatic task scheduling** sets up calls and interactions based on patient profile.
- **New insights through analytics** that assess program effectiveness by measuring patient adherence and drop-off rates.
- **Mobile solution compatible with tablets and mobile phones** for field nursing associates.

**Accenture Mobile Nurse**
- **Streamlined user interface** allowing the nurse to quickly track their patients, physicians and task in a tablet-friendly user interface.
- **Real-time access to patient information** through the Accenture Patient Onboarding and Adherence Contact Center solutions or your existing systems to provide a cohesive patient experience.
- **Offline data storage** allowing nurses to access their information where Wi-Fi or 4G connectivity may not be available.

**Accenture Connected Physician**
- **Multi–channel desktop and mobile solution** built on Salesforce Communities and the Salesforce1 platform.
- **Integration with existing Veeva solutions** and aligned as a component of Salesforce’s overall HCP Connect vision.
- **Video library** with dynamically hosted educational and training videos.
- **On-demand** product information.
- **Automatic alignment to Salesforce Chatter groups** based on therapeutic areas or areas of interest.
- **Push notifications of news articles** tied to physician’s interests/area of expertise.
- **Event calendar** with automated reminders.
- **Mobile solution compatible with iPads and iPhones** through a responsive Hybrid HTML5 application.
Key Customer and Business Outcomes of Patient Engagement Applications:

**Accenture Patient Onboarding Contact Center**
- **Speed time to onboard a patient to a new therapy** through better collaboration across all parties.
- **Reduced prescription abandonment** by improving connectivity to the patient through real-time status and digital engagement channels.
- **Simplified effort required** to manage activities, dependencies and relationships with third parties that are critical to delivering better health outcomes.
- **Increased number of patient starts** by identifying and addressing health system issues that are negatively affecting multiple patients in their care journey.

**Accenture Patient Adherence Contact Center**
- **Improved patient adherence** through customized support based on patient segmentation.
- **Optimized investment** by tailoring services and activities to a patient segment, product, therapy or geography.
- **Reduced operational costs** by simplifying third party data integration to allow for more informed conversation with the patient, increasing patient satisfaction.
- **Decreased cost of adherence programs** by creating a central, scalable technology capability that can be leveraged internally or with service providers.

**Accenture Mobile Nurse**
- **Improved patient care and experience** through better, more informed nursing support.
- **Scalable field nursing services** across geographies and therapeutic areas.
- **Quick, easy access** to key information for your field nursing team.
- **Optimized nursing workforce** by monitoring, tracking and scheduling nurse-patient activities and workload.

**Accenture Connected Physician**
- **Gives physicians quick and easy access** to the latest news and information on multiple disease states and therapeutic areas based on interest area.
- **Fast, simple access to information** and training on the medicines and treatments your company offers.
- **Ability for physicians to interface** with your company and other physicians in the portal anywhere, anytime.
- **Closer relationships with physicians** resulting in greater loyalty, brand awareness and insights into their interests based on their activities within the portal.
- **Easy way to facilitate interactions** between Key Opinion Leaders and physicians.
- **More transparent and compliant interactions** with Health Care Professionals (HCP’s).
Accenture + Salesforce:
• Salesforce’s most strategic and experienced integration partner
• 10 years of working together helping 100+ organizations around the world
• 1.25 million+ Salesforce seats globally
• Leader in Salesforce implementations (Forrester Wave, 2013)
• 7 Certified Salesforce Fullforce solutions in market across industries

Accenture + Life Sciences:
• Global network of 10,000+ dedicated life sciences personnel, including physicians, scientists and statisticians
• Ranked the #1 Preferred Life Sciences Technology Vendor by IDC Health Insights for four consecutive years
• Ranked as a Leader in IDC MarketScape: Worldwide Life Sciences Sales & Marketing Vendor Assessment in both Strategic Consulting and IT Outsourcing
• Six Life Sciences Centers of Excellence with more than 3,000 people
• Life Sciences Sales Force Automation Solution Factory with more than 350 trained, experienced and certified resources in India and China

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About Accenture Life Sciences
Accenture’s Life Sciences group is dedicated to helping companies rethink, reshape or restructure their businesses to deliver better patient outcomes and drive shareholder returns. We provide end-to-end business services as well as individual strategy, digital, technology and operations projects around the globe in all strategic and functional areas—with a strong focus on R&D, Sales & Marketing and the Supply Chain.

We have decades of experiences working hand-in-hand with the world’s most successful companies to improve their performance across the entire Life Sciences value chain. Accenture’s Life Sciences group connects more than 10,000 skilled professionals in over 50 countries who are personally committed to helping our clients achieve their business objectives and deliver better health outcomes for people around the world.

About Accenture
Accenture is a global management consulting, technology services and outsourcing company, with more than 323,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

About Accenture Intelligent Patient Solutions
Accenture Intelligent Patient Solutions are a tightly integrated set of evidence-based services supporting the full patient journey from pre-diagnosis through ongoing treatment to help our clients deliver improved patient and economic outcomes. These services utilize unique population health analytics and proprietary patient technology to redefine how companies incorporate the patient into the development, launch and support of their innovative science and products.