



Driving Patient Adherence and Educating Physicians

Oncology Support Program for a top 10 global Pharma company



Oncology Support Program

Top 10 Global Pharma Company

Business Situation

While the Asia-Pacific markets are reporting a 24% growth rate in Oncology, the underlying currents of patent expiry, rise in generics, and increased competition bundled with low patient awareness and ownership is making it increasingly difficult to channelize growth for brands.

Business Challenge

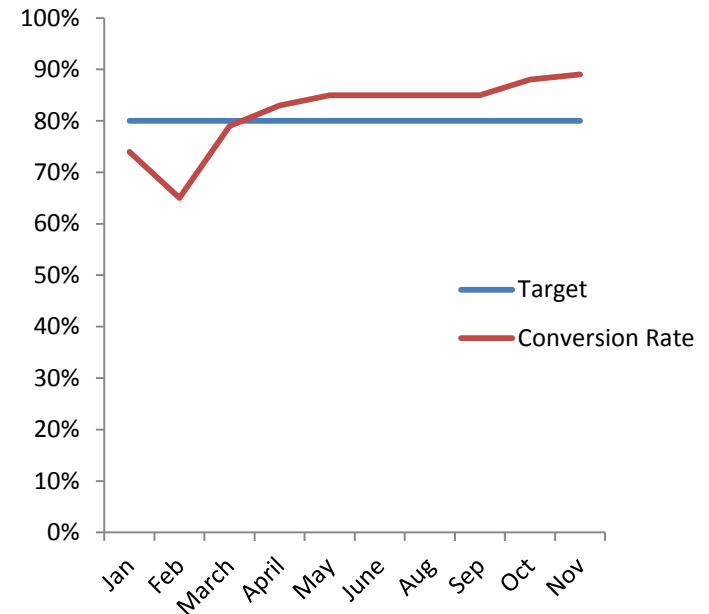
Need to design a comprehensive and integrated Patient Support Program to achieve:

- Higher share of voice amongst doctors about the brand by leveraging field sales force
- Richer conversions amongst patients being prescribed NVS cancer drugs
- Greater patient adherence via continuous engagement to educate, counsel, and motivate. The patients to be provided medication reminders, drug fulfillment, price discounts, preventive care, insurance, and financial support

Oncology Support Program

Indegene Solution

- Field counselors who work with physicians educated patients across 24 cities
- Deployed virtual counselors to support patients with insurance claims, discount schemes, and prescription refill reminders. Counselling was provided in English and multiple regional languages
- Deployed Optimax™ to anchor and facilitate these role-based activities
- Automated touch points such as e-mail and text-based reminders, education, physician dashboards, etc



Indegene Impact

- Conversion rate of more than 80%
- Repurchase rate of >90% on an average amongst older patients who were consulted
- Bottom-lined dropouts due to unaffordability/ adverse events to an average of only 8%



To learn more about how we can help your organization, please contact:



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