



Transforming Patient Support: More Patients, Better Outcomes, Maximum Brand Value

Leaders from Pfizer, SK Life Science, Ionis Pharmaceuticals, Neovance, and Stratis Group share perspectives on what the next-generation patient experience looks like



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Introduction

Although pharmaceutical companies invest heavily into patient support programs (PSPs), most struggle to engage individuals and sustain therapy adherence over time. Yet there are some positive signs of change. A growing number of pharmaceutical companies are achieving greater success with PSPs by restructuring their programs to transform the patient experience.

To help pharma leaders learn about new approaches that are driving more effective and impactful PSPs, Redi convened leaders from Pfizer, SK Life Science, Ionis Pharmaceuticals, Neovance, and Stratis Group. This expert panel joined me in a wide-ranging Executive Roundtable conversation wherein we discuss opportunities to advance PSPs, explore what the next-generation patient support looks like, and consider the evolving role of data, AI, and automation in patient experiences.

In the following pages, you'll find their perspectives on these topics, and more. This discussion reveals successful new approaches in the effort to engage and enroll patients into patient support programs as early as possible, sustain those individuals with appropriate content resources and financial assistance, improve health outcomes, and maximize brand value for pharmaceutical companies.

We hope you find these insights valuable as your organization works to transform its PSP program.



Luke Buchanan
CEO & Co-Founder,
Redi Health

Our Expert Panel

- **Lan Britton**, Senior Manager, Trade & Patient Services, SK Life Science
- **Casey Cormier**, Principal & Co-Founder, Stratis Group
- **Sara Levin**, Director of Access, Affordability Strategy & Execution, Pfizer
- **Nathan Miller**, VP of Strategic Growth and Innovation, Neovance
- **Eric Schupp**, Executive Director of Patient Services, Ionis Pharmaceuticals

Where Opportunities Exist For PSPs to Increase Engagement, Activation, and Sustainment

What factors are holding pharmaceutical companies back from driving more engagement and sustainment in PSPs?

Levin: “Some support services are relatively antiquated and complicated for numerous reasons. The patient cost model is complex, solutions can’t ask or expect too much in terms of behavior change, and data is opaque such that it’s difficult to fully understand what is happening across the patient journey.”

Schupp: “Too many patients are slipping through the cracks. They fail to gain or sustain access to the medicines they need, greatly reducing their chances of reaching therapeutic goals. The real opportunity lies in reimagining support models that solve old problems with bold new solutions. It’s time we redefine what’s possible. We owe it to patients to deliver a higher standard.”

Miller: “The first factor holding PSPs back is low awareness and complexity. Patients and even providers either don’t know the programs exist or accessing them is overly complex. The second barrier is fragmented and siloed execution where PSPs are stitched together with siloed vendors, outdated tech or disconnected systems, making it nearly impossible to get a unified view of the patient journey. The third barrier is misaligned metrics. Too often, PSPs are measured simply by the wrong KPIs, such as average speed-to-answer, instead of speed-to-therapy or adherence.”

Britton: “Pharmaceutical companies should think about partnering with technology-forward vendors to modernize the patient experience by leveraging integrated, tech-enabled solutions that incorporate automation and real-time data. In doing so, companies will be able to streamline access, improve adherence, and deliver support that meets patients where they are.”

Which areas of PSPs are particularly ripe for improvement?

Miller: “Many pharma organizations know that they need to modernize their PSPs, and some have started that journey, but very few have figured out how to scale innovation. So there’s still massive variability in the design, execution, and effectiveness of PSPs across the industry. Pharma companies now have critical opportunities to shift the measurement framework for PSPs entirely from transactional metrics to outcome indicators. Metrics that really reflect patient impact: timely access, affordability, and program integrity.”

Levin: “There are many, many examples of what needs to be improved. I will share an important one. Copay assistance as part of patient support, in general, is a good thing. But we need to improve who receives it, how they learn about and access it, and when patients can use copay assistance.”



Sara Levin
Director of Access,
Affordability Strategy &
Execution, Pfizer

Cormier: “Historically, patients have had to take an active role in pursuing therapy, which can be tricky when they are outfitted with manual solutions. But we can’t lose sight of the fact that those manual solutions also highlight just how effective patients can be when serving as their own first-line of defense.”

Schupp: “Organizations leading the way in patient support are the ones willing to think differently. They start by deeply understanding unmet needs and then look outside our industry for inspiration—to companies like Apple, Duolingo, and Airbnb—that have set the bar for what intuitive, user-centered experience looks like. We can, and should, take lessons from outside industries to inform how we engage patients and caregivers, making access to complex therapies feel seamless, supportive, and human-centered. Our opportunity is to create patient experiences that are just as thoughtfully designed as the medicines themselves.”



Eric Schupp
Executive Director of
Patient Services, Ionis
Pharmaceuticals

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We’re going to see remarkable changes to how patient support strategies are made and programs are structured in the next three to five years. That’s a good thing. But it also means pharma companies will need a new playbook for launching drugs and driving medication sustainment across the therapy journey. That requires a better, more streamlined patient experience — and creating that next generation patient experience means pharmaceutical manufacturers will need to be as forward-thinking as technology companies.”

— Luke Buchanan, CEO & Co-Founder, Redi

How The Next-Generation PSP is Taking Shape

What does the emerging next-generation patient support look like?

Schupp: “The most promising evolution is the shift toward patient-defined engagement from offering true optionality and flexibility. It requires reimagining the design process, not by starting with our brand goals, but by putting patient needs first. Patients want to choose when, how and why they engage, with support that is highly individualized in real-time at the moment of need. That means embracing technologies that allow us to meet patients proactively, digitally, and empathetically, so we can walk with them for every step on their treatment journey.”



Levin: “We need new technologies that can solve these difficult problems at scale: digital tools that engage patients early and often to deliver the resources necessary to make it easier for patients to continue in the program and stay on therapy.”

Miller: “We are no doubt in a new era of patient support. The expectation is personalization, patient centricity, and precision in harmony with empathetic human touches. Pharma companies can really benefit from PSPs with omnichannel components that are married together so patients can seamlessly jump in and out of communication pathways at any time.”



Nathan Miller
VP of Strategic Growth
and Innovation,
Neovance

What opportunities can pharmaceutical companies create by transforming PSPs into next-generation patient experiences?

Schupp: “The future of patient services lies in smart integration in a robust solution that seamlessly brings together services. What matters most is that it’s deployed in a way that is simple, adaptable, intuitive, and personalized, because every patient, therapeutic brand strategy, and lifecycle stage is completely unique. Designing to serve patients better and support the promise of our medicines—that’s the magic.”

Cormier: “PSPs should assume the model where patients are empowered to advocate for themselves with appropriate support. Patients are going to be better informed and more active in their own therapy pursuit than we saw five or 10 years ago. This is bolstered by the ever-increasing digital competence among patients, including the aging population.”

Miller: “Many pharma organizations know they need to modernize PSPs, and some have started that journey. The opportunity now is to scale innovation without sacrificing empathy. There’s no doubt the patient experience of tomorrow will be more tech-enabled than ever before, but we owe it to patients to ensure those experiences feel deeply personal, human, and supportive of their whole health journey, not just one prescription. We have to strive not only to modernize PSPs but to help shape a future where access is seamless, equitable, and truly patient-centered.”

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Digital engagement is most effective when deployed at actionable times based on real-time data. For example, it is one thing to give all patients general information about prior authorizations, it is another thing to tell a patient when they have a prior authorization and what they can do to help it get through the process.”

— Sara Levin, Director of Access, Affordability Strategy & Execution, Pfizer

How can pharmaceutical companies transform PSPs into modern experiences across the entire therapy journey?

Levin: “It starts with really understanding all the players. Pharma manufacturers, patients, providers, payers, PBMs, and pharmacies each have different needs, regulations, and willingness to change. To make a great patient experience, pharmaceutical companies need to understand what the program asks of each player, how it impacts them, and what each stands to gain or lose from participating.”

Schupp: “Let’s break out of our silos. Let’s leave the comfort of conference rooms and Zoom calls behind and look to unconventional sources of inspiration. Let’s engage with innovators from outside healthcare, attend technology and consumer experience events, and find creative ways to challenge each other’s thinking. Above all, let’s listen more closely to the people who matter most: patients and caregivers.”

Miller: “The most progressive patient support programs out there today share a few common foundational attributes. Tailored program design is number one. We have seen time and time again that cookie cutter off-the-shelf tech applications just don’t work in this capacity. The nuances are incredibly complex for every therapy, every patient population, every provider workflow. They’re all different. The best programs are built around real-world access barriers and patient needs. Another element that stands out among programs that are doing patient support particularly well is having an outcome-obsessed mindset. It’s not just about helping patients start therapy; it’s about the entire journey. Ensuring appropriate utilization, reducing abandonment, leveraging patient assistance resources. The final part I’ll say is technology. It’s the combination of automation with empathy, and structured data with context.”

Cormier: “The most exciting tech allows for configurable, automated, business-rules-based experiences where we can selectively track patients for appropriate services well ahead of human interventions. A comprehensive patient support solution will have all the services necessary for most patients, and the operational infrastructure to selectively direct patients to just the services they need.”



Casey Cormier
Principal & Co-Founder,
Stratis Group

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Our patient service vendor partnerships are focused on driving greater investment in connected technology and actionable data—ensuring real-time collaboration across patients, providers, and payers, while designing support programs rooted in patient insight, personalization, and measurable impact from the start.”

— Lan Britton, Senior Manager, Trade & Patient Services, SK Life Science

The Evolving Role of Data and AI in Patient Experiences

What new opportunities do pharmaceutical companies have to leverage data and AI in PSPs?

Britton: “By using predictive analytics, AI can help identify risks early, tailor interventions, and proactively support patients throughout their treatment journey.”

Cormier: “Data vendors are morphing into insight-vendors and thought-partners. That transformation will enable pharma companies to more effectively leverage predictive brand metrics, which will drive better insights and better decisions. There are now so many ways to support patients ahead of a classic hub. Pharmaceutical companies can leverage automation to shift the focus of services at human-based hub programs to focus on the most complex patients, the higher needs offices, and the stickiest relationships. We are seeing that happen with the increasing reach and capabilities of digital solutions, EHR apps, and in-workflow messages.”

Miller: “Data, AI, and automation are the keys to unlocking equitable, scalable and more human experiences—if we apply them thoughtfully to amplify human-to-human touchpoints when they matter most. The core advantages are speed, intelligence, and experience. Speed is automating high friction workflows, doing things like electronic benefit verification, electronic prior authorization, those are at the forefront. So is replacing faxes, manual calls, and Excel-based tracking with real-time eligibility and real-time verification performed by dynamic systems and rules engines. AI can also help companies operate more intelligently by extracting data from complex documents, including enrollment forms, explanation of benefits documents, insurance cards, so that it flows right into the case workflow. We’re seeing cases where automation can reduce start times for patients from 10 days down to just two or three days. When it comes to the data, embedding analytics into the PSP itself for both reporting and for real-time decision making can shape the patient experience in real time for personalization at scale. It’s about delivering the right message and the right tone on the right channel, consistently across the journey.”



Lan Britton
Senior Manager,
Trade & Patient Services,
SK Life Science

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Does anyone truly understand the boundaries of AI’s potential? What is clear: AI is coming, with or without our deliberate engagement. And we owe it to the patients we serve to fully, safely, and thoughtfully explore the potential AI offers for helping patients and their caregivers live life as fully as possible.”

— Eric Schupp, Executive Director of Patient Services, Ionis Pharmaceuticals

The Next Frontier in Patient Experience

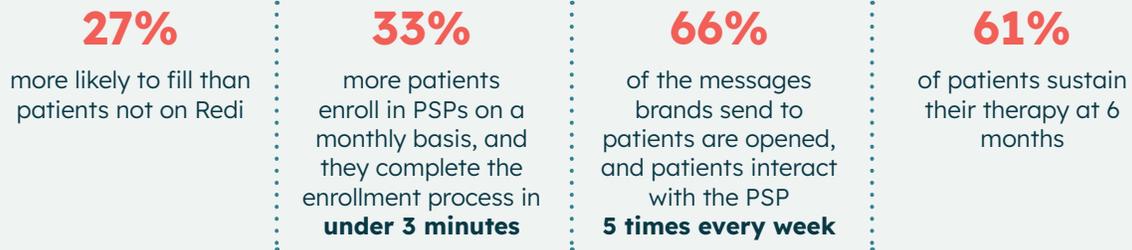
Our Executive Roundtable experts agree that today's PSPs present significant opportunities to elevate patient experiences. Pharmaceutical companies can apply learnings from industries on the leading-edge of consumer experience to match those digital interactions that people engage with in their everyday lives.

Redi Health is working alongside pharmaceutical manufacturers to build the next-generation patient experience. Leveraging real time patient journey data and patient feedback, Redi has created a digital solution that more effectively enrolls patients as early as possible into a PSP, equips them with whole health engagement tools, and drives medication sustainment across the therapy journey. This tool connects core elements of patient support such as real-time PA status and copay support while incorporating marketing elements such as patient resources and education — all in one patient-centric solution — to deliver better outcomes.

Robust platforms also empower pharmaceutical companies with case management capabilities. Those functions create the ability to engage patients where, how, when, and via the modality that best meets their preferences to improve health outcomes and maximize the value of their brands.

Next Generation Patient Experiences: Real-World Results

Pharmaceutical companies using Redi have achieved outcomes that demonstrate the power of deeper and ongoing engagement with patients across the therapy journey:



Redi is standing by to support your efforts to build the next-generation patient experience. [Contact us today.](#)



Redi creates novel connections between pharmaceutical manufacturers and patients. Our highly targeted approach drives new patient acquisition and medication sustainment by accelerating enrollment, navigating financial support, and reducing abandonment across the therapy journey — all to maximize your investment.

More patients, better outcomes. [redi.health](https://www.redi.health)