

# PATIENT SUPPORT PROGRAMS

KLICK HEALTH USES A CROSS-DEPARTMENTAL TEAM TO FIND AND DEVELOP A  
UNIQUE APPROACH FOR EACH BRAND THAT REACHES ACROSS THE DIGITAL  
LANDSCAPE



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While providing patients with support programs is not a new phenomenon, the evolution of technology has increased the access to and potential value of these programs.

Many Patient Support Programs include elements such as:

- disease information and resources

NPS EX. 2136  
CFAD v. NPS  
IPR2015-00990

- access to nurses or other healthcare professionals via phone or online chat
- financial assistance, co-pay or savings programs
- devices such as blood glucose monitors, wireless health trackers, etc.

## KLICK HEALTH'S POINT-OF-VIEW

Patient Support Programs will continue to play an important role in brands' overall acquisition and retention strategies. However, to increase uptake and usage of these programs, they need to ensure that the patient not only sees a strong value to the program, but that the program also respects their time and commitments as much as possible.

The advent of automated and wireless health devices are reducing the onus on the patient to manually input important health data, and creating a greater opportunity for patients to see important trends in their health management.

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### // KLICK HEALTH'S UNBRANDED DISEASE EDUCATION PROGRAMS APPROACH

AS WITH ANY TACTIC, THE DEVELOPMENT OF A PATIENT SUPPORT PROGRAM SHOULD BE WELL-INFORMED THROUGH RESEARCH AND DATA.

That means understanding the patient's needs/wants, identifying gaps in current competitive offerings, and taking into account regulatory or other environmental

program, including:

- Strategists to align user needs with brand objectives in order develop a compelling program concept.
- User Experience specialists to develop the wireframe/layout for any support materials, site, or emails.
- Relationship Marketing specialists to define the on-going outreach mechanisms, content strategy, message sequencing, cadence and frequency.
- Creative to create a visually engaging experience that evokes both a rational and emotional connection.
- Copywriters to create unique and relevant content for the program.
- Data & Analytics to develop an optimal measurement model to track, collect, and analyze program data.

## HOW WE'RE DIFFERENT

Typical Approach	Klick Health Solution
Standard approach/vendors	Unique approach for each brand
Focus on endemic health partners	Reach across the digital landscape
Basic analytics/tracking	Robust analytics platform

For more information on our approach to Patient Support Programs, please **contact us!**

// RELATED BLOG POSTS

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## UNBRANDED DISEASE EDUCATION PROGRAMS

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## BRANDED WEBSITE PRESENCE

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### // OUR SOLUTIONS

- Branded Website Presence
- Clinical Trial Recruitment and Management
- Closed Loop Marketing
- Compliance and Savings Programs

Interactive Visual Aids and Tablet Programs  
KOL Speaker Certification and Management  
Learning & Development Solutions  
Mobile Application Development  
Mobile Web Optimization  
Non Personal Promotion and eDetailing  
Patient Support Programs  
Regulatory Approval Systems  
Search Marketing and Media Programs  
Social Guidelines and Listening  
Unbranded Disease Education Programs

## // OUR EXPERTISE

Analytics and Optimization  
Client Service and Project Management  
Creative  
Digital Strategy and Insights  
Instructional Design  
Medical Content  
Mobile and mHealth  
Relationship Marketing  
Social and Online Media  
Technology and Data  
User Experience

## // LATEST ANNOUNCEMENTS

Zach King brings Christmas Bling to Klick with new magic video  
Klick wins 'triple crown' – racing ahead as one of country's fastest-growing companies  
Klick celebrates 5 consecutive years of being named a Best Employer by Aon Hewitt

## // WHAT WE THINK (RECENT BLOG POSTS)

Asocial Media  
Breach Babies  
"Beyond the 'Pill'"  
Health Economy Leaps into 2016  
Consuming Mass Quantities

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