

Increasing Patient Centricity of the Pharma Industry

Why Pharma needs to evolve?

The rise of internet usage, increase of social media and explosion of online information has empowered the consumers. Almost all major industries are currently going through the evolution to ensure that industry interactions are more user centric and user encompassing. The use of social media, mobile phone applications and customized user experience across different industry or brand touch points is now not a choice but a necessity. Similarly, the pharmaceutical industry also should evolve to keep pace with the changing landscape. With the easy access to diagnostic information ([WebMD](#)) and books online; patients are much more aware of various medical conditions, symptoms and drugs. It is time the Pharma industry tap onto this trend to generate value for all stakeholders and patients.

Solution

To begin devising a solution, our approach is to center on the most important stakeholders. According to our research on current issues and problems, we think that major stakeholders to be included in any new solution are 'Doctors' as they prescribe most drugs. Getting them on boarded to more patient centric solution started by the pharmaceutical companies will ensure adoption and direct impact. We also understand that the big pharmaceutical companies have doctors attached to their research departments and they can be the first ones to pilot a new industry standpoint.

Second stakeholders according to us for the pharmaceutical companies are the 'Generic Drug Manufacturers'. We have come upon this choice after a lot of thought. We feel that in any new model in the Pharma industry, some generic manufacturers should be on boarded to handle issues of undercutting by low cost drug manufacturers and original drug availability at lost cost. We will explain in detail when and where should this strategy be adopted in the framework section. In addition insurance companies also form an integral part of drug delivery and treatment by paying for them based on patient's medical policies. We think Pharma industry can improve this aspect of patient experience by partnering and working together with insurance firms in designing right medical policies for consumers.

The other stakeholders that need to be included for a comprehensive roll out and experience are the local pharmacy stores and the patients. They are in reality according to us customers as well as partners of the Pharmacy industry. A large focus of our proposal is the patients and their seamless experience across their interactions with the doctors and the local drug stores.

Framework

We have called our overall initiative **Rx Insurance** which focusses on bringing all stakeholders together. This initiative will have to be driven by the Pharma companies. We suggest the Pharma companies create an independent body to spearhead this initiative and begin with bringing their own doctors on boarded with this plan first. Also having a few initial partnerships with doctors in notable big hospitals can help bring adoption in future. The Doctors can use our proposed solution called **Care.net** to input details of their patients and also build partnership with other stakeholders like the drug stores to

automate drug delivery. The key benefit for Pharma companies to have doctors on board this plan is to allow them to monitor the prescription of drug brands and their efficacy by monitoring patients on board. The incentive for doctors to adopt this could be easy access to original drugs and a percentage margin every time they prescribe original drug. We feel that doctors would be keen to adopt due to ease of maintaining a patient repository using care.net and direct liaison with Pharma companies for the credibility and extra commission earned for a win-win value creation.

The second aspect of this initiative is to build a partnership with some generic drug manufacturers especially to tackle the emerging market situation. Here the proposed model is to allow local companies to operate as franchise for the Pharma companies. Definitely, we do believe that to operate in such price sensitive markets Pharma companies will have to have the courage to take some bold decisions like providing originals at a comparable price point and model their supply chain to be able to win via volume and scale. Another aspect of the generic drug problem can be solved by working together with Insurance companies by launching specific policies and products that cater to drug specific treatments. As an example, the Pharma companies can work to launch a cancer treatment policy which will encourage consumers to pay a premium now which can be used in future to offset the risk of getting cancer treatment. With the changing lifestyle and increase in the number of cancer cases it can be an effective way to let consumers pay for a better future.

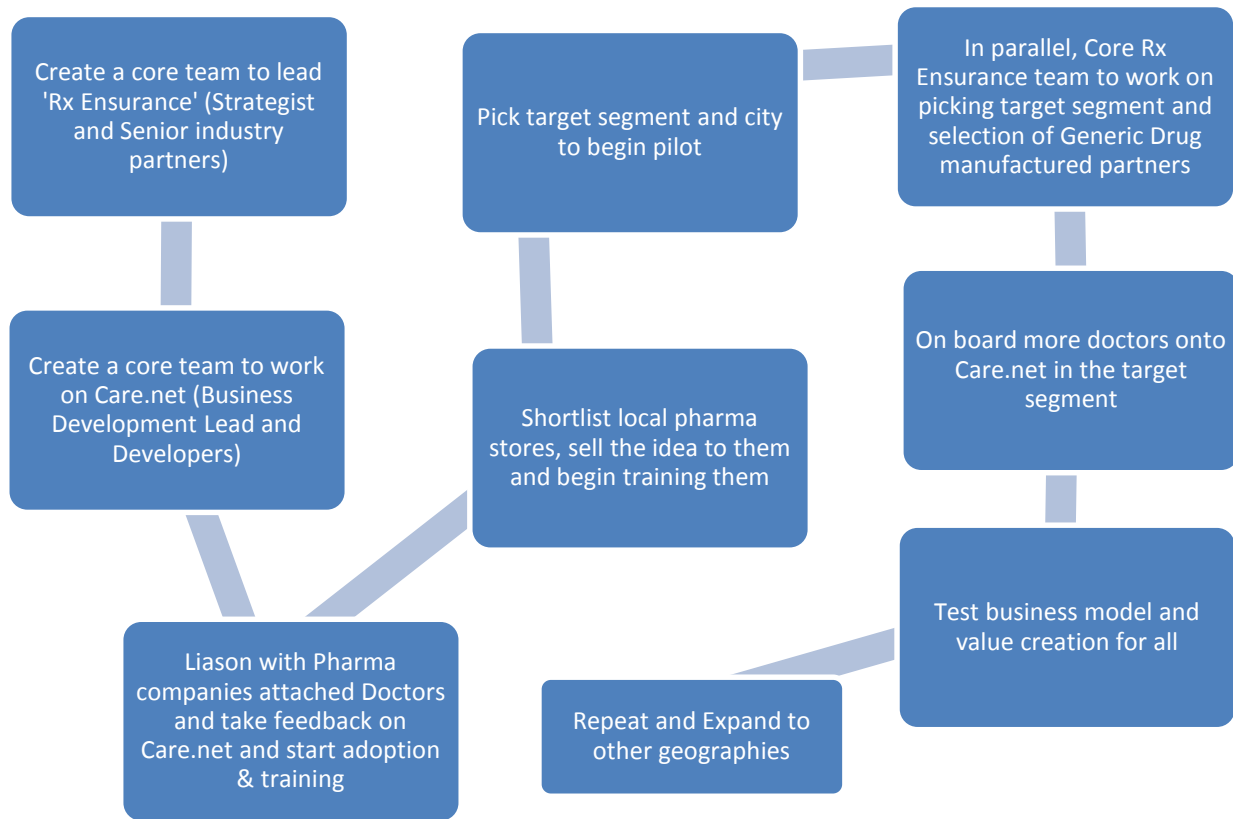
[Activity Cycle of **Rx Insurance** – *ensuring better health* is in Appendix Diagram 1]

Care.net is an automated solution part of the overall **Rx Insurance** framework. Care.net's key functionality is enabling easy interactions between doctors and patients and easy communication with local drug delivery stores. The patient can log onto the online Care.net browser based interface, create an account and choose to book an appointment using the doctors signed on to this initiative. Once a **personal profile** is created and an **appointment** is booked, the doctor can use that to track the patient's medical history over a period of many appointments. The doctor and patient maintain access to the patient's profile online to track previous issues and check progress. Care.net will also have **analytics and reporting** to allow easy visualization of a patient's progress, history and recurring diagnoses.

Another key feature is the possibility of **automated drug delivery**. Local pharmacies and drug delivery stores can enroll with Care.net and provide the facility of automated drug delivery to the patient's house as per the personal profile details. The doctor can initiate this drug delivery during the appointment with the patient via Care.net or the patient can initiate it later with the doctor's prescription on the portal. The local drug stores can earn extra for the delivery services and also earn a percentage for stocking the original drugs prescribed by the doctors. We also envision Care.net to have easy video calling functionality to allow telemedicine and remote medical assistance to certain segments of patients like senior citizens and people who prefer to seek medical help remotely. A mobile phone application will also be available for patients to transmit real time patient data/parameters to doctors through telemedicine gadgets to concur/modify advice to patients instantly, set reminders to take medicines on time and to remind them of any upcoming doctor appointments.

[Activity Cycle of **Care.net** is in Appendix Diagram 2]

Timelines of the roll out plan

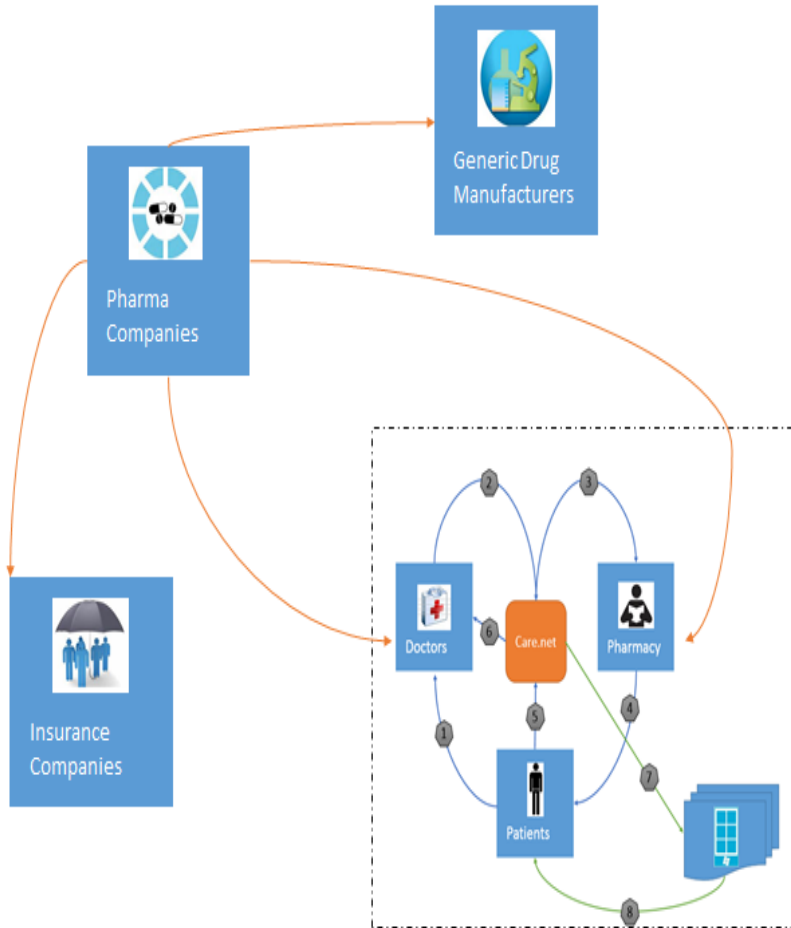


Future

There are many startups already mushrooming in this area and many people working in this area trying to improve the patient experience. A few notable startups in this area are [Docsuggest](#) and [SmartRx](#). We would also suggest considering the option of partnering with them at the onset and consider if there are any synergies for them to combine with our solution. We believe that there is a lot of potential in our solution to solve two major problems plaguing the Pharmaceutical industry - the availability of generic drugs at cheaper cost and market presence of drugs that have expired. The patient is benefitted the most because there is somebody now monitoring the efficacy of drugs prescribed and real time advice is available. The patient gets the much deserved attention from the doctor and the drug store. Patient satisfaction is bound to increase and thus **Rx Insurance** is a win-win for all stakeholders.

We hope to see a large positive impact on the availability of good quality medical care in rural areas by the large-scale adoption of Care.net. Care.net can be extended to the rural areas by the use of telemedicine. This will involve building kiosks in villages where people can go and set up appointments with doctors. This will allow patients to interact with doctors through telemedicine and video calling capabilities. **Rx Insurance** can help Pharma industry increase patient centricity and at the same time provide value for the stakeholders while expanding in to automated drug delivery and patient health management.

Appendix



Activity Cycle

1. The Pharma companies collaborate with doctors, insurance companies and local pharmacy stores.
 - Doctors will get % commission to prescribe authentic drugs.
 - Insurance companies will get additional enrolments for their policies as per treatment.
 - Local Pharmacy stores get authentic drugs and brand.
2. Pharma companies to consider partnering with generic drug companies as explained in the document.

Diagram 1 – Rx Insurance - ensuring better health

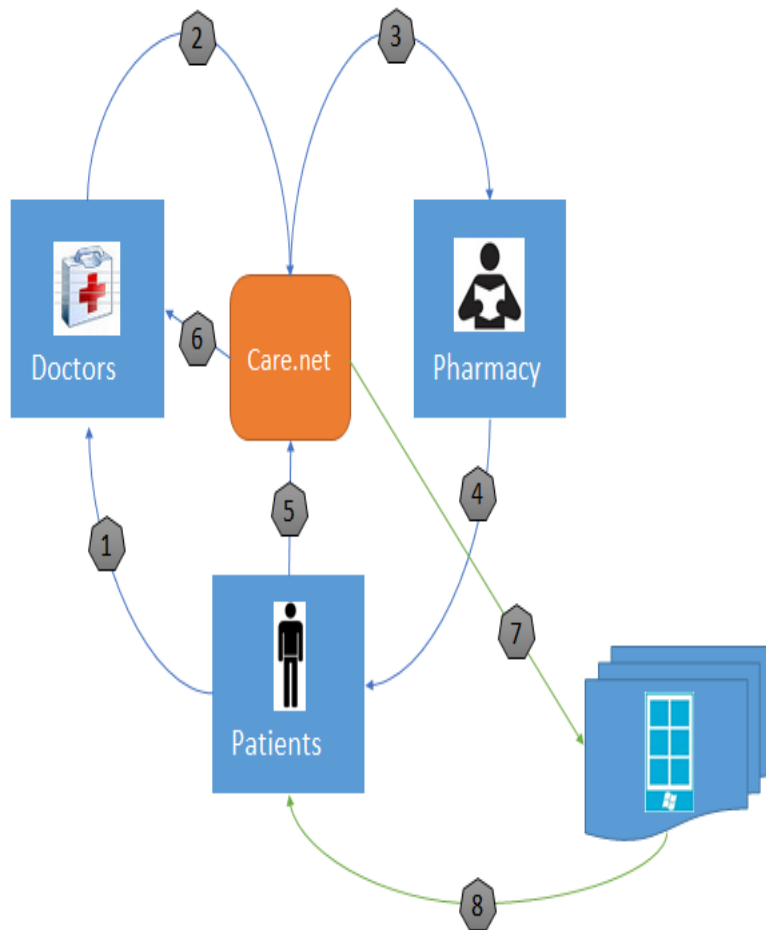


Diagram 2 – Care.net

Activity Cycle

1. A Patient goes to a Doctor for treatment.
2. The Doctor does the checkup and prescribes medicine. Doctor's admin creates a profile for the patient and logs into Care.net to feed this information in.
3. Care.net then communicates with registered local pharmacy to authenticate delivery of prescribed drugs to the patient's home.
4. Drug delivery is executed seamlessly.
5. The Patient then logs into his profile and inputs other relevant information and keeps his condition symptoms updated on Care.net.
6. The feedback is monitored by the doctor and in case of follow up visits has complete history of the patient to analyze.
7. Care.net will also have application for different mobile platforms which will aid a patient to remember dosage and medication rhythm.
8. Automatic reminders will be sent to the patients.