



Patient Assistance Program Live

PwC's PAP Live (Patient Assistance Program Live) optimizes and modernizes all aspects of program participation to remove friction and improve the experience for patients and HCPs, while improving service delivery, lowering operational costs, and providing rich insights.

Addressing your biggest challenges and questions

PAPs today are a high-touch process leading to a frustrating experience for health care providers and patients, while driving high operational inefficiencies and dependency on cost call center vendors. Patients and HCPs are forced to go through multiple phone, mail and fax steps to manage enrollment, order tracking and other crucial steps. And what's more, there is little insight and data available.

How streamlined is your patient and HCP experience? Is it taking too long for patient enrollment to get processed? Are your HCPs frustrated with repetitive and tedious paperwork? Are you spending too much on Patient Assistance Programs? Are you experiencing operational and safety risks with your current call center vendors? How satisfied are you with relying on call centers? Are you getting adequate reporting and analytics?

Optimize and modernize your Patient Assistance Programs

PwC's solution enables pharmaceutical manufacturers' PAPs on a digital channel. HCPs and Patients can access their PAP without being forced to go through a call center agent, mail, or fax machine to manage all aspects of program participation such as enrollment, document submission, notifications, order tracking, and prescription refills.

Capabilities of PwC's Patient Assistance Program Live

- **Efficient refill scheduling:** Schedule refills for future dates for multiple patients in one transaction
- **Streamlined and fully digital enrollment:** profile creation, parallel HCP and Patient form completion, automated submission, and transparency into review status
- **Single pane of glass view:** Bi-directional integration of self-service portal with external systems (e.g. CRM, HCP verification) enables a simplified user experience on one application
- **Flexible solution design:** Ability to integrate with multiple service provider systems and different types of products
- **Business control over self-service portal:** Reduced reliance on service provider applications by enforcing business rules and validation logic on the customer portal which passes data to/from the service provider systems via configurable integration adaptors
- **KPI Tracking:** Program owner login to view operational metrics

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Benefits



Reduced operating costs



Best in class digital customer experience



Improved service delivery



Faster order processing

