

Personalizing the Patient Experience - A Digital Approach for Pharma

Founded nearly 20 years ago, the client is the first to commercialize a groundbreaking gene therapy in the rare disease space. In 2015, the client selected Clarkston as a strategic partner to help enable the client's 2020 Strategy – the transition from a late-stage clinical development company to a multi-product commercial company. Patient-centric in all they do, a personalized digital experience for its patients and healthcare professionals was a key goal for the client. The client set out to develop a portal that would introduce visitors to their designated case manager, who would guide them through the enrollment process and provide targeted materials and resources. The portal would serve as a one-stop shop for paper, digital, or email enrollment and help patients begin therapy.

Personal, user-friendly, and targeted to meet specific patient and healthcare professional needs, the site would serve as the entry point for the entire patient journey. Behind the scenes, the solution would integrate with the patient services cloud tool to manage all case manager and patient engagement, benefits review, and enrollment of patients on drug. Clarkston Consulting partnered with the client to manage the design, development, and extensive launch planning to ensure the patient-first approach was in place to enroll and support patients on day one of approval.

Life Sciences Case Study

PROJECT OVERVIEW



INDUSTRY:



Biotech

PRODUCTS AND SERVICES :



Discovers, develops, and manufactures breakthrough therapeutics targeting rare disease populations

PRIMARY OBJECTIVES:

- Manage the design, development, and launch readiness of patient enrollment website to allow efficient, personalized, and continuous enrollment of new patients and management of existing patients.
- Collaborate with Brand and Corporate Communications for alignment and cross referral of patient services hub with brand and corporate sites.
- Collaborate with Patient Services to embed patient-centric functionality within portal, including geo-location and case manager personalization.
- Coordinate development of webform and DocuSign solution for the paper start form used at launch to enroll patients on drug. Execute development of multi-functional and multi-vendor cutover plan for 48-hour launch.
- Supported testing, refinement, and launch of patient services hub immediately post-FDA approval of first commercial drug.

RESOLUTION:

- Challenge accepted. Mission accomplished –
 - Client press release announcing drug approval and the launch of patient services portal 2hr and 10min after receipt of approval letter from the FDA.
 - Patient Services team able to process first enrolled patient within 2 business days of FDA approval.

KEY BENEFITS:

- Enabled patient services organization to collect start forms, complete benefits assessments, and enroll patients on drug.
- Supported testing and cross team coordination to ensure alignment across functional business areas including Digital, Patient Services, IT, and Corporate Communications.
- Coordinated key digital launch day activities to meet client 48-hour launch goals.

“So grateful for all Clarkston has done to prepare and execute launch readiness. From maintaining project plans, to helping with compliance reviews, to catching bugs to working on the start form, you have been a key player in our launch team.”

- DIRECTOR, DIGITAL
CENTER OF EXCELLENCE

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