

Differentiate your brand

..... with a patient initiative from PharmaCall



PharmaCall is a specialist division of Professional Information Limited, which develops and manages patient help lines and compliance support programmes for the pharmaceutical industry.

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Talking to Patients

The company differentiates itself in the marketplace through:

Expertise

We have the skills and experience required to develop programmes that comply with the guidelines and regulations, that meet the needs of the patients and their healthcare providers, and that maximise the benefits for Pharma. And the PharmaCall team of Information Advisers and Nurse Advisers that deliver the patient programmes have a real in-depth understanding of the needs and expectations of patients.

People

We work hard to recruit the best people, and we invest extensively in their development and training. Every member of our team has the right mix of science/nursing background and outstanding communication skills to ensure that they can meet the needs fully of the patients who call our help lines or join our compliance programmes.

Quality focus

Our systems and processes are founded on ensuring the delivery of a quality service. We are regularly audited by our clients and the MHRA and we are proud of our consistent record of audit success.

Customer service

We aim to provide a service that meets and exceeds the expectations of our customers. Effective patient support hinges around establishing a good rapport between the patient and the Information Adviser, and the starting point for this is a high level of customer service.

Responsiveness and flexibility

The pharmaceutical industry operates within a rapidly changing environment which makes flexibility and responsiveness an essential feature of any successful outsourcing initiative. As a company, we have built successful collaborations with our clients by demonstrating flexibility and responsiveness whenever possible.

Cost effectiveness

We aim to deliver a high quality service within a very realistic budget. The company's critical mass, the focus on developing and implementing process efficiency, and the location in North Yorkshire, all contribute to our ability to provide outstanding value without compromising on essential quality.



Talking to Patients

PATIENT HELP LINES

Benefits of Patient Help Lines

Patients often have large gaps in their understanding of how to take their medicines. Confusion and uncertainty may mean that a patient will take their medicine inappropriately or may even abandon treatment altogether.

Patient help lines can fill these gaps, providing the support that patients need to ensure that they are taking their medicines correctly. They are particularly helpful when the treatment regimen is complicated, when devices are involved, or when the therapy area is complex or emotive.

A help line can work to everyone's advantage; patients and their carers, healthcare professionals, and the pharmaceutical company sponsoring the help line should all benefit.

The patient and/or their carer gains a better understanding of their medication and feels more confident that it is the right choice for them and that they are using it in the right way.

The healthcare professionals have a part of their burden of information provision handled for them, leaving a positive impression of the drug brand and of the company in the eyes of the doctors, nurses and pharmacists.

The pharmaceutical company sees increased compliance, persistence and hence usage of their medication. Patient Help Lines are a cost effective way of supporting safe and effective use of your products whilst differentiating your brand and enhancing your company image.

Why choose PharmaCall for your Patient help line

Our teams of Nurse Advisers and Information Advisers handle in the region of 2000 calls each month from patients seeking clarification about their medicines. This extensive experience positions us strongly to design and deliver your patient programme. We can offer:

Genuine knowledge and experience of designing and implementing patient led programmes

A strong team of information professionals of graduate level and above

Nurse advisers to give a reassuring feel to the interactions

Information professionals who are accustomed to dealing with patients and members of the public on a daily basis

Established processes and practices to ensure compliance with safety and other reporting requirements

COMPLIANCE PROGRAMMES

Compliance failure

Patients' failure to take their medicines as prescribed (the correct doses at the appropriate intervals for the full duration of treatment) is well recognised. In some cases, disease progression or relapse, surgery or even death are the consequences. Compliance programmes aim to maximise the likelihood that medicines will be taken as the healthcare professional intended through a tailored mix of patient education and support.

Compliance failure is a real problem. Patients have beliefs about their illnesses and the need to take medicines. They also have concerns about the effect that taking medicines will have on them. If beliefs are consistent with taking the medicine, compliance and persistence will be better. If taking the medicine makes no real sense to the patient, compliance and persistence will be worse.

Many different factors are at work. Forgetfulness, confusion, misunderstandings and lack of information, denial about an asymptomatic condition, side effects, social issues, inconvenience, financial constraints can all hinder compliance & persistence.

Programme design begins with an identification of the key barriers to compliance, which will be influenced by many factors include the nature of the condition (chronic or acute, unpleasant symptoms or largely symptom-free, potentially embarrassing), the drug (side effect profile, dosing schedule, duration of treatment), and the patient population (elderly, young, frail). Only then can the appropriate package, comprising the right mix of support delivered in the most effective way, be developed.

Compliance support solutions

There is no "one size fits all" solution, but a well planned patient programme will identify the main barriers to compliance, and provide a range of solutions, usually through a mix of pre-planned telephone and letter contacts, tailored to the specific support needs:

- ✓ Reminders and access to information to overcome forgetfulness, confusion and misunderstandings
- ✓ Education to ensure that the patient understands the significance of their illness, even if it is asymptomatic most of the time
- ✓ Managing expectations to help patients prepare for and get through the side effects
- ✓ Practical advice to minimise the potential for interactions and side effects
- ✓ Giving time to listen to the patient's concerns and to talk them through the barriers to compliance and persistence

Why bother?

Why choose PharmaCall for your Compliance Programme

Pharmaceutical companies that respond to the challenge by developing and implementing high quality, effective programmes to support compliance and persistence will be viewed positively by all the players; the regulators, the healthcare professionals and the patients themselves.

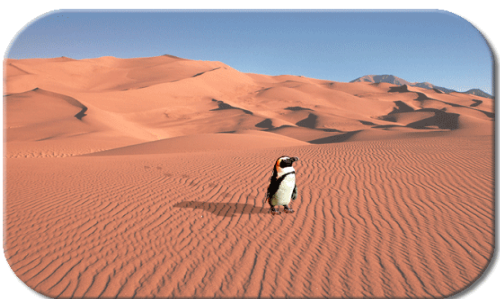
The return for Pharma, in terms of enhanced prescription volumes as well as brand differentiation and company image, should repay the investment many times over.

Our teams of Information Advisers and Nurse Advisers all have a strong scientific background coupled with outstanding communication skills, enabling them to rapidly reassure patients that the interaction will be a helpful one.

We have ongoing experience in abroad mix of patient support initiatives, including ADHD, Colic, Epilepsy, Hepatitis, Macular Degeneration, Parkinson's Disease and Ulcerative Colitis. This equips us with a unique understanding of what patients want and need, and how to deliver it.

We work closely with our clients to design patient programmes that are tailored to the specific needs of the product, that comply with the guidelines and regulations, that meet the needs of the patients and their healthcare providers, and that maximise the benefits for Pharma.

And we strive to develop programmes that remain cost effective whilst ensuring that quality standards are not compromised. The patient contact team of life science graduates and nurses at Professional Information currently manage the information needs of over 450 different medicines and this experience equips them with a unique understanding of what patients want and need, and how to deliver it.



WANT TO KNOW MORE?

For further information on how we can support your brand with a patient help line or compliance programme, please contact:

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