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# ConvergeHEALTH Connect™ for Life Sciences

## Deliver consistent, high-touch patient engagement and support across the full treatment ecosystem

**Deloitte Wins Salesforce Partner Innovation Award**

Deloitte was recognized for its innovative and transformational work with Amgen by receiving a 2019 Salesforce Partner Innovation Award for Health Care and Life Sciences.[1] Amgen engaged Deloitte to create a leading patient engagement experience to optimize closed-loop patient communications, marketing, and service to maximize therapy onboarding and adherence. The multichannel engagement was deployed in six countries. Amgen is already realizing significant time-saving reductions with faster, more effective campaign delivery. The organization has also reported lower campaign operational and patient call center costs and improved patient health outcomes.

ConvergeHEALTH Connect (CHC) for Life Sciences is an industry-leading, high-touch digital solution built on Salesforce Health Cloud that empowers companies to directly manage and deliver **personalized patient engagement and support services** across global markets, communication channels, and the full treatment ecosystem to improve adherence, care coordination, and outcomes.

### Why now?

Clinical advances and digital innovations are dynamically reshaping the patient engagement landscape:

Specialty products and personalized therapies are driving the need for more integrated and sophisticated patient support services. Life sciences companies are looking for ways to help providers using their therapeutics to deliver optimal care, which can help patients better manage their disease and complex medication regimens while reducing complications and related costs.

New digital engagement platforms and ecosystems are intensifying patient expectations for support services and solutions that are coordinated, convenient, and personalized.[2]

Disruptions in traditional engagement practices are creating opportunities for life sciences companies to help the care team expedite, record, and track interactions to enable patient access to products and drive therapy adherence.

**Solution capabilities**

CHC for Life Sciences is currently supporting dozens of companies across numerous different countries and languages. Its **industry-leading capabilities, honed over more than seven years of iterative development**, are engineered to improve adherence, care coordination, and outcomes across the entire treatment ecosystem and patient journey.

**Managed package solution** is designed to be the system of record for all interactions and engagement workflows with and about the patient going through therapy.

**Multichannel digital support** provides integrated communication, effective coordination, and meaningful patient experiences across the care network (health care providers, caregivers, field nurses, patients) and other stakeholders (labs, pharmacies).

**Modular platform built on the Salesforce Health Cloud** offers flexibility, scalability, and custom extensions for global deployment to support companies as their portfolio expands and needs change.

**High-touch, personalized patient journey management** is powered by support plans that can be configured at the patient and program level. This reduces the administrative burden by automating task and activity creation via templated journeys that are executed at specific patient journey milestones without human intervention.

**Robust partner ecosystem** leverages prebuilt, best-in-class solution integrations to extend the end-to-end solution ecosystem.
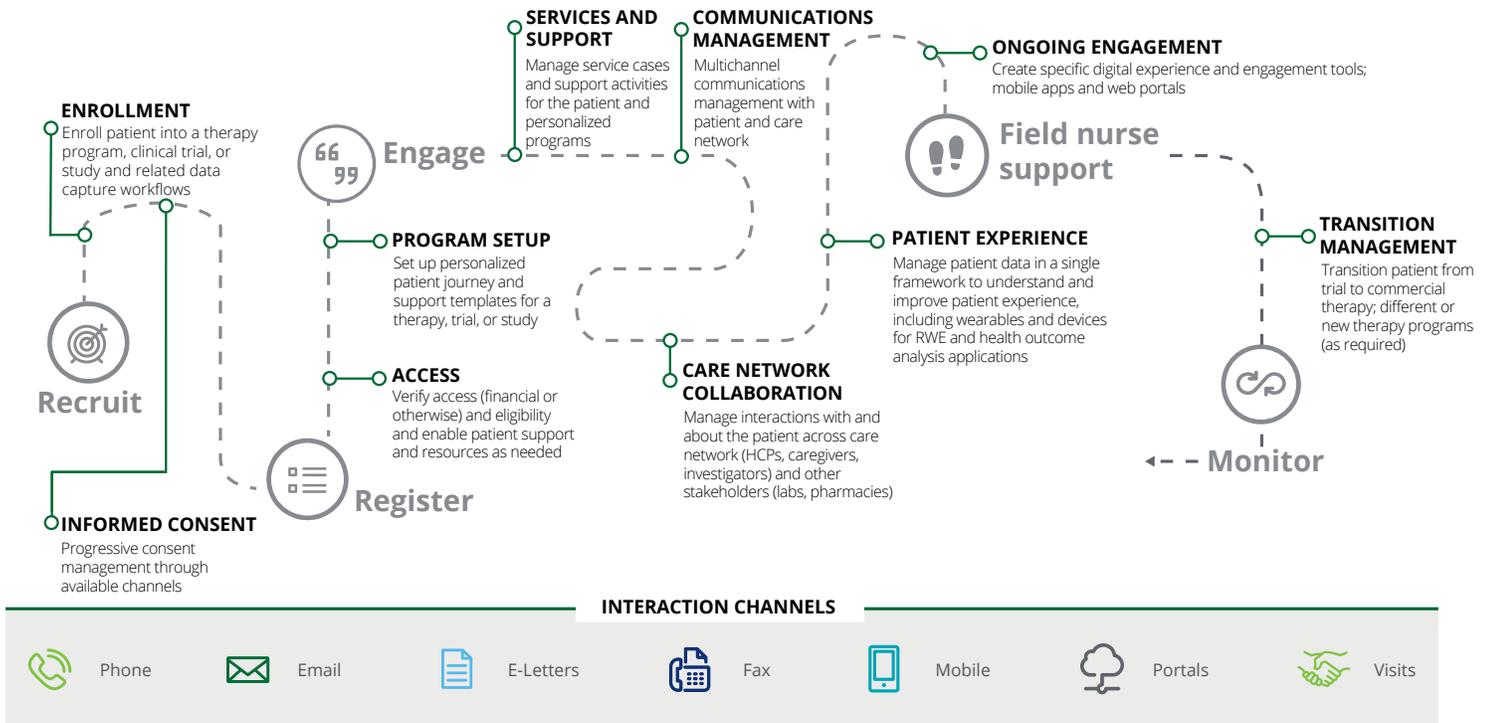
**Out-of-the-box processes and capabilities** include:

- Prepackaged integrations for computer-telephony combinations, document templates and automation, e-verification, and middleware.
- Configurable, seamless workflows for patient intake, onboarding, granular and progressive consent, and eligibility checks.
- Financial and therapeutic access workflows to verify eligibility (benefits, prior authorizations, copay assistance) and enable patient support programs and resources as needed.
- Adherence support, case management, service workflow—like infusions or injection logistics—and ongoing patient support.
- Operational reporting and analytics to speed up process improvements.
- Guided task workflows to improve turnaround time.
- Integration services for a seamless user experience, including product APIs, microservices-based architecture, and prebuilt interfaces for updating product data objects.
- Toolkits and accelerators for building direct engagement portals and apps.

## Creating meaningful experiences for the patient journey across all engagement channels

The Connect platform is engineered to be the system of record for all interactions and engagement workflows **with the patient** and **about the patient**

**ENROLLMENT**
Enroll patient into a therapy program, clinical trial, or study and related data capture workflows

**Recruit**

**INFORMED CONSENT**
Progressive consent management through available channels

**Register**

**Engage**

**SERVICES AND SUPPORT**
Manage service cases and support activities for the patient and personalized programs

**PROGRAM SETUP**
Set up personalized patient journey and support templates for a therapy, trial, or study

**ACCESS**
Verify access (financial or otherwise) and eligibility and enable patient support and resources as needed

**COMMUNICATIONS MANAGEMENT**
Multichannel communications management with patient and care network

**CARE NETWORK COLLABORATION**
Manage interactions with and about the patient across care network (HCPs, caregivers, investigators) and other stakeholders (labs, pharmacies)

**ONGOING ENGAGEMENT**
Create specific digital experience and engagement tools; mobile apps and web portals

**Field nurse support**

**PATIENT EXPERIENCE**
Manage patient data in a single framework to understand and improve patient experience, including wearables and devices for RWE and health outcome analysis applications

**TRANSITION MANAGEMENT**
Transition patient from trial to commercial therapy; different or new therapy programs (as required)

**Monitor**

### INTERACTION CHANNELS

| Phone | Email | E-Letters | Fax | Mobile | Portals | Visits |
|-------|-------|-----------|-----|--------|---------|--------|

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## What are the benefits of using ConvergeHEALTH Connect for Life Sciences?

**Enables life sciences** companies to manage and deliver engagement and support services directly to the patient

**Accelerates patient onboarding** and access to therapy

**Engages, supports, and educates patients** to improve adherence to therapy and, ultimately, outcomes

**Strengthens relationships** among life sciences organizations, health care providers, patients, and other stakeholders
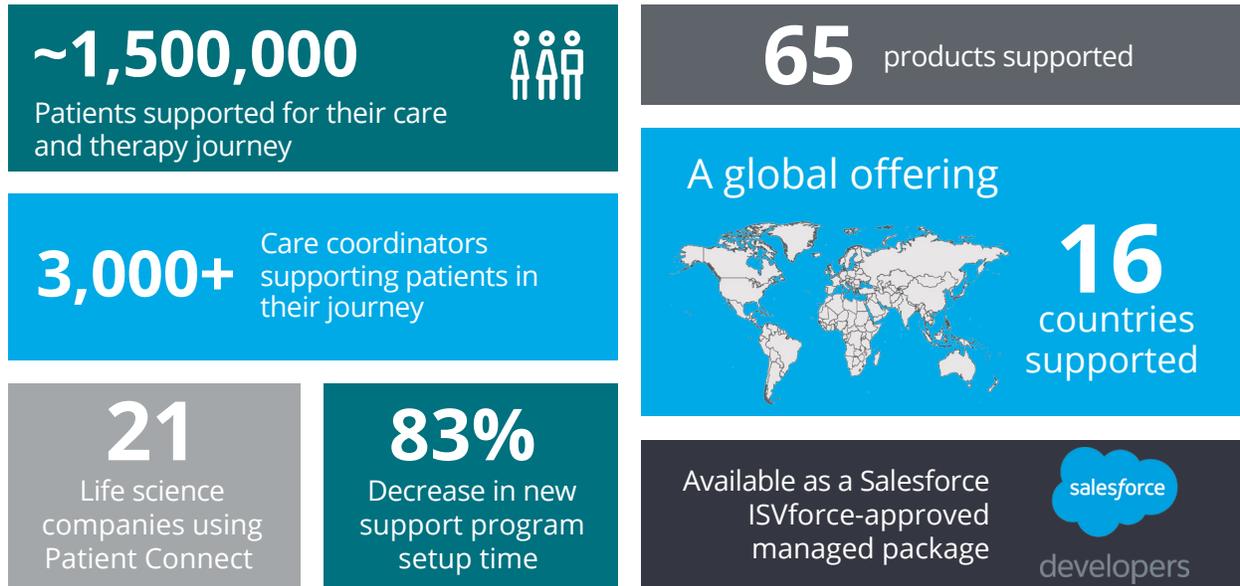
**Reduces paperwork** and administrative overhead; leverages insights from patient data to demonstrate business value

**Decreases "swivel-chairing"** by integrating third-party technologies into a single viewing pane

## Why choose Deloitte?

ConvergeHEALTH has a proven track record of delivering industry-leading patient connectivity solutions for multiple global pharmaceutical companies. We connect an ecosystem of digital health and analytics platforms, industry partnerships, and leading advisory and technology services backed by the global reach of Deloitte to help clients generate impactful business value in a rapidly evolving life sciences and health care landscape.

**~1,500,000**
Patients supported for their care and therapy journey

**3,000+** Care coordinators supporting patients in their journey

**21** Life science companies using Patient Connect

**83%** Decrease in new support program setup time

**65** products supported

A global offering

**16** countries supported

Available as a Salesforce ISVforce-approved managed package

salesforce developers

## Endnotes

1. Deloitte, "Deloitte Digital Wins Three Partner Innovation Awards at Dreamforce 2019," press release, November 20, 2019, https://www2.deloitte.com/us/en/pages/about-deloitte/articles/press-releases/deloitte-digital-wins-partner-innovation-awards.html.

2. "Patient engagement strategies in a digital environment: Life sciences companies respond to changing patient expectations," *Deloitte Review*, 2016.

## Start the conversation

Contact **convergehealthpatientconnect@deloitte.com** and visit **www.deloitte.com/us/chc-life-sciences** for more information.

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