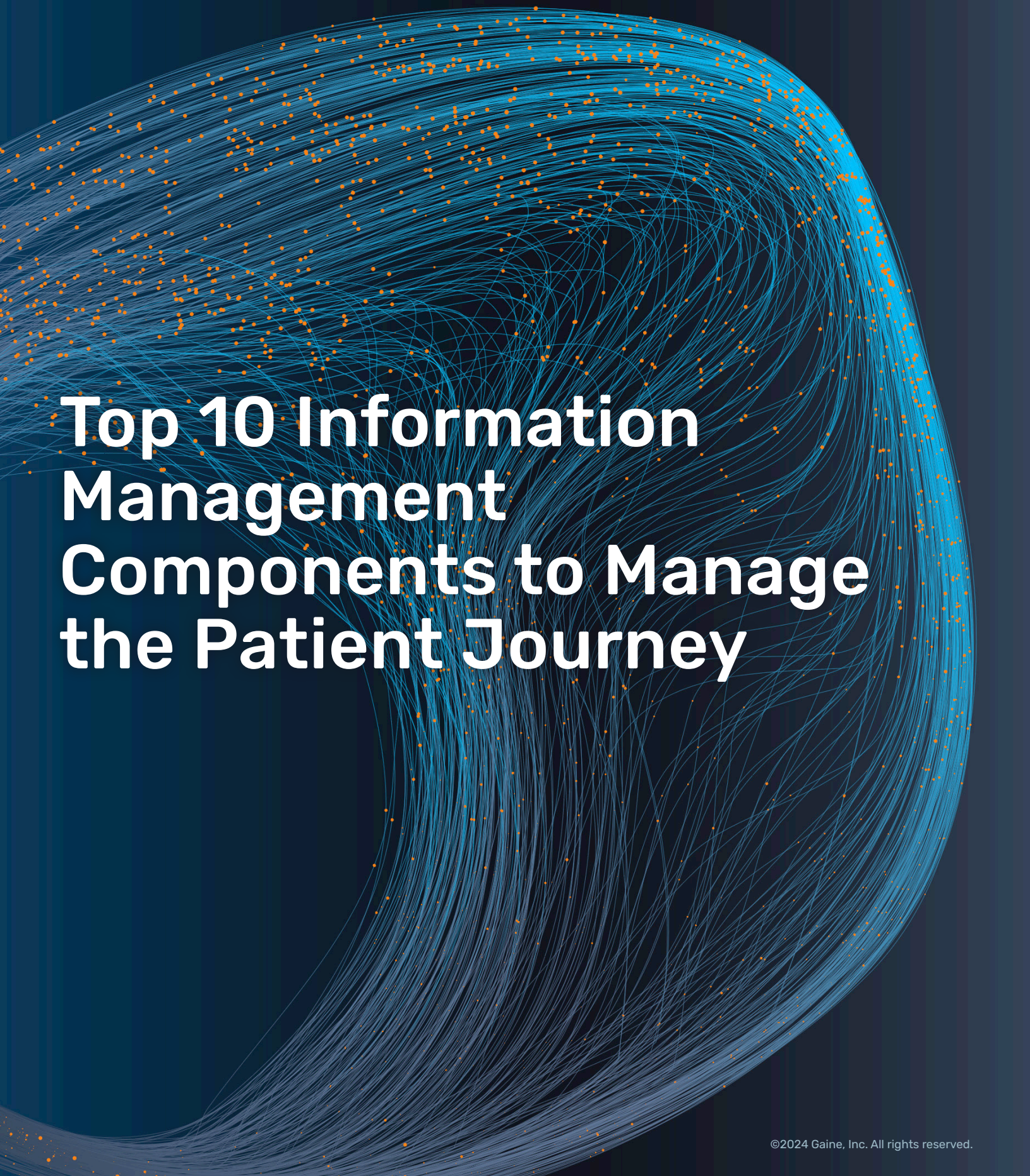
COPEROR
Health Data Management Platform

GAINE



Top 10 Information Management Components to Manage the Patient Journey

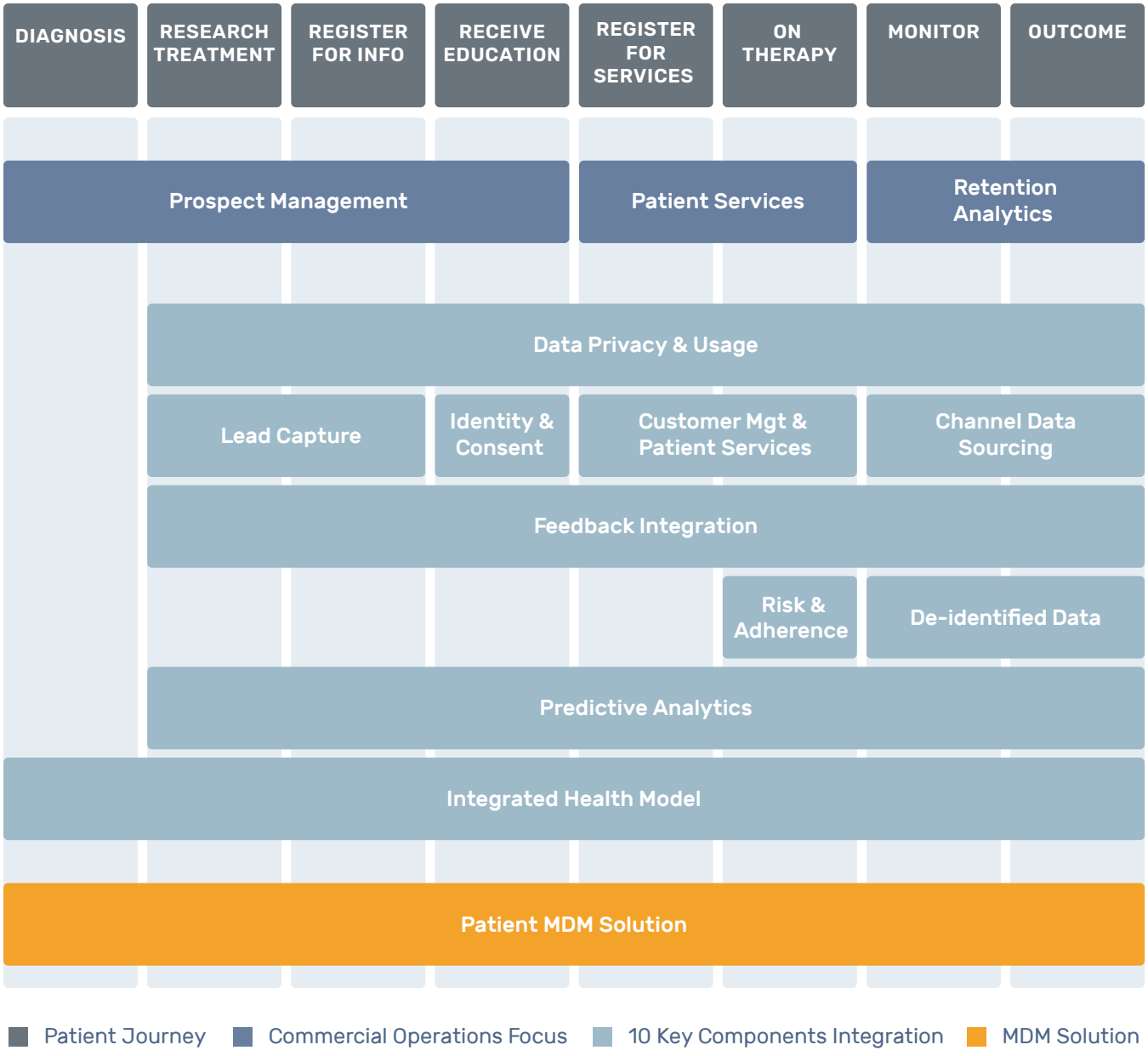
MANAGING THE PATIENT JOURNEY

The growing influence of patients in selecting their treatment options and the emergence of risk-sharing agreements between drug manufacturers and payers have fundamentally changed the way pharmaceutical companies market and support their products.

In the past, pharmaceutical companies centered their efforts on provider education and winning support from payers to pay for new treatments. In the new paradigm, companies must engage with multiple stakeholders throughout the patient journey to build demand, manage risk, and deliver results.

This new business model demands integration across functional areas that traditional data management systems cannot easily support. In this paper, we discuss the ten critical components of a modern Information Management Strategy for life science commercial operations.

In our list, you won't see a section for "Patient Master." That's because the scope of a Patient Master spans everything in this document—it's a capability, not a component.



1

DATA PRIVACY AND USAGE POLICY

Before you collect any marketing information, make sure you have a clear data usage policy and provide the prospect with the appropriate preferences. The overarching patient communication strategy to request specific consent should drive the development of this consent policy. You can learn a great deal about a prospect by their communication choices, so avoid asking for blanket permissions and offer options to opt-in and opt-out of specific types of communications. Adopt a common data usage policy across all marketing channels so that patient permissions can be combined from multiple interactions.

Health Insurance Portability and Accountability Act (HIPAA)

If you are receiving, storing, or processing patient-specific data, you will need to follow HIPAA regulations to remain compliant. Consent comes in many forms, and it is critical to build an intelligent and verifiable data structure to manage them. Using consent as a checkpoint for business processes protects an organization. However, ineffective consent management can expose you to legal implications and provide unnecessary barriers to service.

TIER 1

$137 - $68,928 PER HIPAA VIOLATION

Unaware of the HIPAA violation and by exercising reasonable due diligence would not have known HIPAA rules had been violated.

UP TO A MAXIMUM OF **$2,067,813**/YEAR

TIER 2

$1,379 - $68,928 PER HIPAA VIOLATION

Reasonable cause that the covered entity knew about or should have known about the violation by exercising reasonable due diligence.

UP TO A MAXIMUM OF **$2,067,813**/YEAR

TIER 3

$13,785 - $68,928 PER HIPAA VIOLATION

Willful neglect of HIPAA Rules with the violation corrected within 30 days of discovery.

UP TO A MAXIMUM OF **$2,067,813**/YEAR

TIER 4

$68,928 PER HIPAA VIOLATION

Willful neglect of HIPAA Rules and no effort made to correct the violation within 30 days of discovery.

UP TO A MAXIMUM OF **$2,067,813**/YEAR

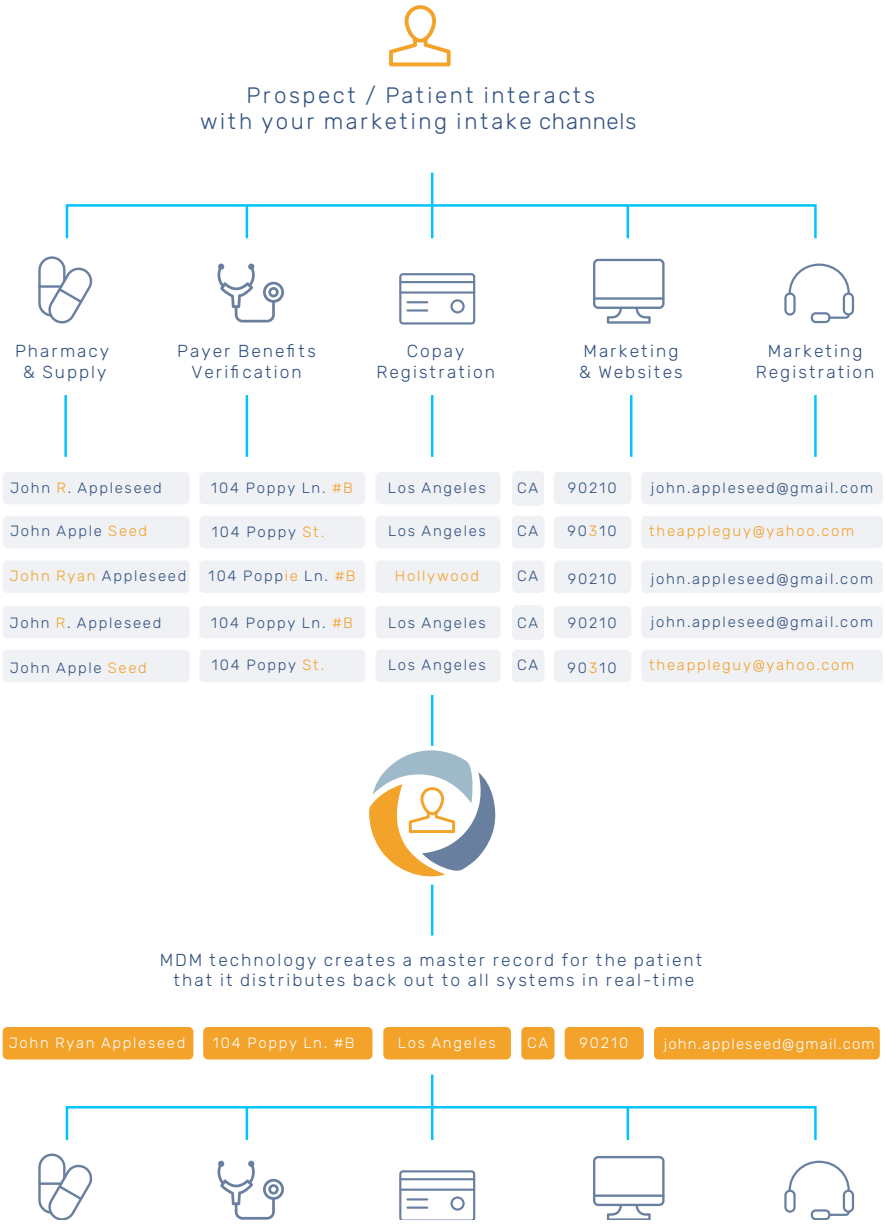
2

LEAD CAPTURE AND CONSOLIDATION

You will need the ability to collect prospect information via multiple marketing intake channels. Hand-written forms from special events, social media memberships, advertising responses, portal and website registrations are all effective channels for identifying and collecting information on prospective patients.

Data Quality and De-duplication

The data you collect on prospects will likely include duplicate representations of the same individual, and the data captured may have data quality deficiencies. In order to build the best possible marketing database, it is necessary to cleanse data and consolidate information into a "golden record" or create rules for "context-aware survivorship." These matching and merging techniques are found in a modern Health Data Management Platform with Master Data Management at its core.



Master Data Management (MDM)

Platforms with Master Data Management capabilities link, standardize and harmonize master data across all enterprise applications.

3

IDENTITY AND CONSENT MANAGEMENT

It is essential to identify an individual across marketing channels and over time accurately. In a multi-channel approach, consumers may likely grant conflicting permissions across multiple interactions. Your consent management approach must support your data usage policies with complete visibility into the consent given and the information gathered under each permission.

State privacy regulations, such as the California Consumer Privacy Act (CCPA), provide enhanced consumer control of their data, including the right to be forgotten. This law requires the company to expunge the consumer's data rather than simply opt the individual out of specific types of marketing communications.

Similarly, the European Union has established the General Data Protection Reg (GDPR), which is likely to become the basic framework for additional states and requires evidence of procedures, training, and data mapping. Additionally, these regulations require Data Transfer Agreements whenever data is shared with a third party. An organization must be able to trace the origin of all information collected about an individual and the specific consents granted to comply with CCPA and GDPR.

John R. Appleseed

Consent Tracking

Consent ID	Value	Brand	Channel	Consent
C-00001	john.appleseed@gmail.com	Gainezomab	Email	Yes
C-00002	john.appleseed@gmail.com	Solutiozam	Email	No
C-00003	555-024-8575	Gainezomab	Phone	No
C-00004	johnny@yahoo.com	Gainezomab	Email	Yes
C-00005	theappleguy@yahoo.com	Solutiozam	Email	Yes

Brand Association

Assoc. ID	Association Type	Brand	Date
B-00001	Facebook Advertisement Interaction	Gainezomab	06-29
B-00002	WebMD Disease Pamphlet Download	Solutiozam	07-06
B-00003	YouTube Channel Subscription	Gainezomab	07-06
B-00004	Website Information Request	Gainezomab	07-24
B-00005	Facebook Advertisement Interaction	Solutiozam	08-02

California Consumer Privacy Act (CCPA)

https://oag.ca.gov/privacy/ccpa

General Data Protection Regulation (GDPR)

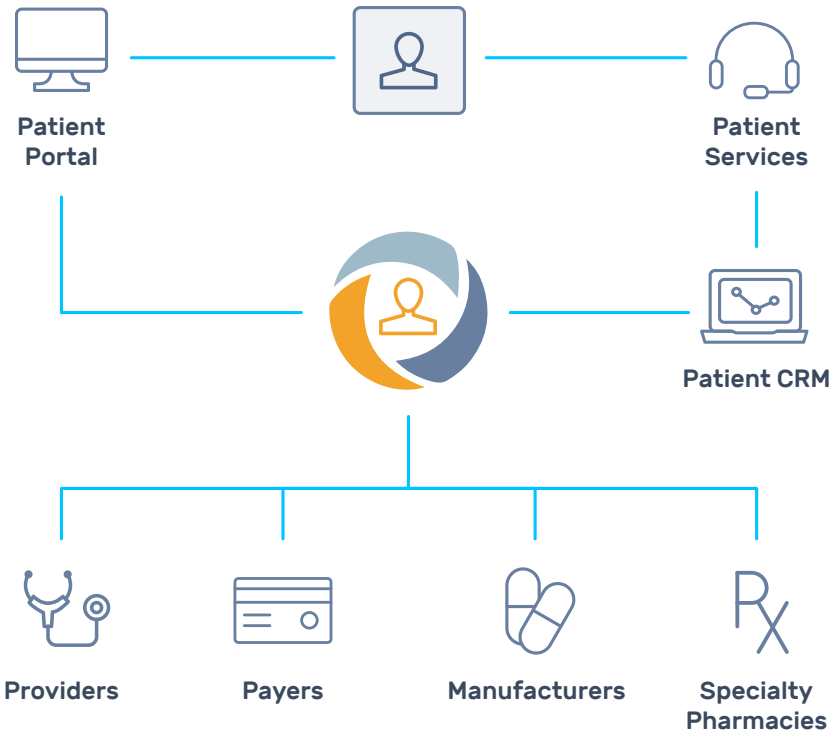
https://www.gov.uk/data-protection

4

CUSTOMER MANAGEMENT AND PATIENT SERVICES

CRM tools support communications with patients, providers, and caregivers. Saleforce.com (SFDC) is the dominant CRM platform in life sciences and offers tools to see the patient status and better share information amongst the caregiving team. Salesforce's Health Cloud does not target doctors who require the functionalities of an EMR but, more so, the support staff surrounding a patient. Health Cloud focuses on managing a patient's touchpoints rather than their chart, from allowing a caregiver to easily record activities that a patient has completed to displaying existing appointments to a customer service representative.

Patient Services as a function is a relatively new, yet critical component of how progressive life science companies manage the patient experience. In recent years many drug manufacturers have identified a drop between the number of prospects that have initiated steps to begin using the product and receiving it. The reasons for this could be generic, such as complications in benefits verification and prior authorization where the patient gets lost in communications and paperwork between providers and payers. However, certain products require a lot more regulated access. Without dedicated resources walking a patient through the process, only a few individuals will make it through. The Patient Services team will be a primary user of the CRM solution dealing with inbound inquiries and patient outreach.



Companies may think of their CRM as a "Patient Master," but this is a misleading label that often leads to gaps in the overall data management architecture. Your CRM is only a component of a Patient Master solution. It, therefore, relies upon the other elements listed in this document to deliver a holistic solution.

A modern Health Data Management Platform like Coperor with Master Data Management (MDM) at its core ensures patient data and touchpoint information outside the CRM are intelligently structured and managed to get the most from your investment in these applications.

5

CAMPAIGN FEEDBACK INTEGRATION

Once you have a singular master of potential patients available, you will need a campaign tool that allows you to target specific audiences on specific channels where the relevant consents exist. Whether the campaign tool integrates into the patient CRM or a stand-alone product, it should feed into the underlying MDM. These best practices will ensure de-duplication, demographic updates, validation, and data privacy compliance.

Campaigns are no longer purely about capturing an audience for your brand. They must communicate to and measure how those audiences perceive how you value them and their families as individuals in their own right. It is also essential to track the conversion rates from prospective patients to those on therapy and integrate sources that provide deceased information or address changes to keep campaigns correctly targeted.

6

DATA SOURCING STRATEGY

Data aggregators obtain anonymized metrics on scripts and refills, as well as logistical distribution inventory, and market activity. This data is critical to ensure that your distribution channel partners are meeting your expectations. The data provided also enables competitor benchmarking and compensation management for your sales force. Outsourced patient services platforms should likewise feed into your data aggregator and alert you to status updates regarding enrollment benefits verification, denials, approvals, referrals, and more, maximizing the data insight available. There are hundreds of potential sources of channel data and related market data. “Data sourcing” should be considered as a core capability for data integrity, analytics and operational reporting needs. However, integrating with channel sources will require input from privacy experts well versed in HIPAA law, Business Associate Agreements, and, more recently, how they relate to Cloud Service Providers.

7

DE-IDENTIFIED DATA

HIPAA regulations restrict using personal health information (PHI) to link to a specific individual. In order to use clinical data for predictive analytics or other clinical insight, they must be anonymized. Patient records should be stripped of personally identifiable information (PII) and replaced with a unique, nonidentifiable key. This service may be outsourced to a service bureau or delivered as part of the Patient Information architecture.

HIPAA provides the Safe Harbor provision that defines 18 identifiers that must be removed from health records to be used for analytics purposes. This provision only becomes fully satisfied if, after removing the specific identifiers, the covered entity has no actual knowledge that the remaining information could be used to identify the patient.

8

MANAGING PATIENT RISK AND ADHERENCE

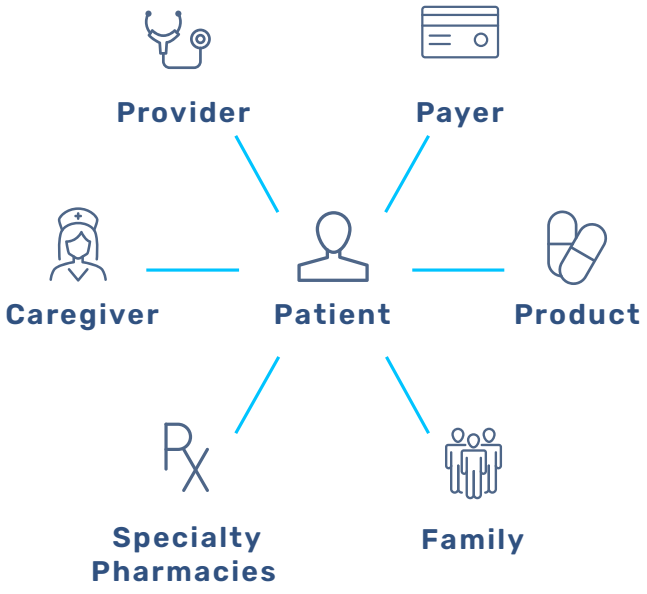
There is increasingly supportive evidence in the industry that patient portals are linked to improved treatment outcomes. In risk-based contracts with payers, the primary focus must be on positive health results and a demonstrable set of patterns in prescribing treatment. Patient portals may provide functions such as medication refills, tracking, and reminders, or patient views on lab work, medical history, and visits, as well as the ability to schedule appointments, and securely communicate with providers.

As your operations begin to scale, there will be needs and opportunities to add portals and portal functionality incrementally. The success of these portals, and the integrity of the patient journey map, will rely on a proven, enterprise Master Patient Data solution. Capturing data about the treatments, trials, and patients at any therapy touchpoints are also related to the overall patient journey.

9

AN INTEGRATED HEALTH MODEL

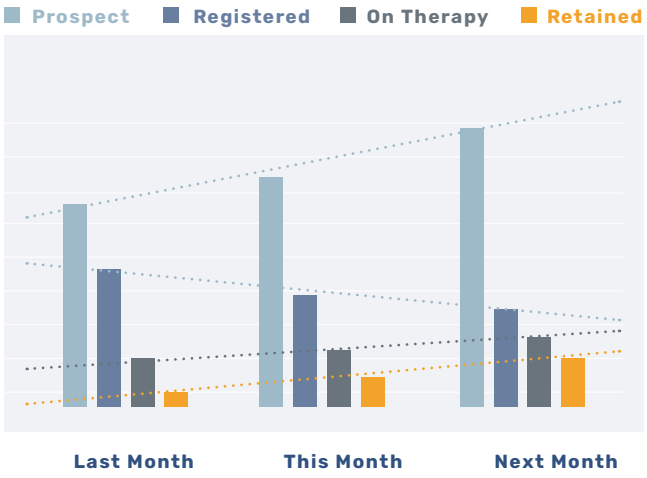
The current healthcare system has grown increasingly complex through decades of expansion, evolution and regulation. The current pandemic has increased the need for accurate data to accelerate clinical trials and product time-to-market. The relationships between patients, physicians, hospitals, provider groups, payers and ancillary services form a web that can be difficult to navigate. Navigating relationships becomes essential when patients are best served with care that is coordinated across the full ecosystem. This means that life science companies focused on the patient journey must be able to view and interrogate this marketplace. An integrated model that can store information on all entities and relationships is the foundation for predictive analytics and care coordination.



10

PREDICTIVE ANALYTICS

Predictive analytics is a collective term for a variety of analytics solutions to help life sciences companies build evidence-driven business models, improve patient outcomes, and increase economic value across the healthcare system. While new technologies such as Big Data and Artificial Intelligence have captured the imagination, you must ensure that your analytics strategy is driven by clear business drivers rather than the seduction of Shiny New Objects. The foundation of your analytics strategy is the ability to collect and integrate information from multiple sources.



SUMMARY

Before making these ten components operational, it is desirable to have a long-term vision for how the various patient systems can be interoperable and effectively governed through adaptive business rules. This vision should include a solution where each system is responsible for managing its own patient transactions, but share a common abstracted patient master for linking what is permissible while cleansing, de-duplicating, and mastering the relevant attributes, then publishing information pertinent to authorized consumers.

The solution needs to have customizable data governance, stewarding capabilities, real-time interfacing, and leverage experienced services to continually envelop increasing volumes and sources of data into a scalable architecture.

With patient data protection becoming a cornerstone of trust in healthcare interactions, Gaine's Coperor Health Data Management Platform (HDMP) gives your data unprecedented flexibility and granular control, providing a comprehensive data management solution that transforms fragmented data into a unified, actionable ecosystem. By providing an integrated approach that spans patient journey mapping, consent management, and predictive analytics, Coperor empowers organizations to not just manage data, but to derive meaningful insights that drive patient outcomes and operational excellence.

READY TO MASTER YOUR PATIENTS' DATA JOURNEY?

Take the first step towards a more intelligent, compliant, and patient-centric data management approach. Contact our life sciences data management experts to uncover how Coperor can transform your consent management strategy and unlock the full potential of your patient data.

1140 Kendall Rd. Ste. C
San Luis Obispo, CA 93401

(888) 403-1301
sales@gaine.com

gaine.com

COPEROR

GAINE