

Patient Assistance Programs

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Abstracts

Patient Assistance Programmes: Achieving Stakeholder Buy in

Patient Assistance Programmes (PAPs) help US patients financially and improve compliance, adherence and outcomes – what's not to like? But many payers are sceptical, seeing PAPs as a cynical ploy by Pharma to buy market share and support drug prices.

This report explores the patient benefits, operational challenges and attitudes to, and the future for, PAPs through the eyes of payer and pharma experts. With the number of PAPs growing rapidly, the report uncovers what Pharma can do to positively engage all stakeholders.

Leading Pharma and Payer Experts Answer Key Questions:

Targeting support: Where should PAP money be targeted
Clinical benefits: What are the clinical benefits and clinician experience of PAPs?

Too complex: PAPs can be complex and challenging for patients and many do not engage – what role might technology play in streamlining this area?

Insurers role: To what extent are health insurers fuelling the need and growth of PAPs through their behaviour and policies?

Barriers: How might Pharma work with payers to develop PAP's that meet both parties' needs?

Obamacare: Why has the Patient Protection and Affordable Care Act not killed off the need for PAPs?

Patient Groups: What advantages could Pharma gain by closer collaboration with patient groups in the design and communication of PAPs?

KEY TOPICS EXPLORED

Drug price control proposals are vote winners and both Hilary Clinton and Donald Trump have indicated support. But is this really a likelihood?

Collaboration not confrontation is the way forward and sharing data from PAPs with payers could overcome resistance by demonstrating the benefits of compliance and better health outcomes.

Many companies now see PAPs as a key part of their commercial strategy and most products are now launched with a PAP

The free-of-charge PAPs are seen by patients and clinicians as part of pharmaceutical companies' social responsibility activities and generate positive PR.

Online pharmacies could scupper some PAP initiatives. How concerned should you be?

EXPERT CONTRIBUTORS

This report represents a wide range of experience and views with contributions from:

Four US payers

Two pharmaceutical industry representatives

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