

PSP Innovation meets Health Care Reality – Making it Work

Reflections on 2018

Canadian PSP Landscape

This was a pivotal year for patient support programs in Canada.

The rise of precision medicine and a demand for real-world evidence has led to unique, tailored support solutions that offer huge potential for optimizing patient outcomes. The PSP strategies in development today have moved beyond single system linear designs to offer unique digital solutions, personalized care and clinical interventions that shape to the needs of specific patient populations. Patient support programs are proving to be a key element in optimizing product outcomes, by providing the supplemental services needed to ensure *every patient* receives a consistent level of support.

Stakeholders are taking notice. Health system administrators and policymakers are now more aware of patient support program capabilities and are actively exploring options for collaborative care. At the same time, they are seeking assurances that external services are integrated appropriately and comply with privacy and conduct policies. Patient support programs can no longer be designed in isolation – they need to accurately reflect a patient’s care path and adapt to the realities of health service availability in any given region.

Simply put, patient support program innovation needs to “fit” with the needs and realities of those that use the program. To be successful, they need to be meaningful, productive, and useful. These programs now represent a significant business investment for pharmaceutical companies. They require careful planning and execution at all stages of a product’s lifecycle.

Evolving Support for PSP Leaders

MATRIX Healthcare has been striving to create practical solutions that support pharmaceutical companies in their development of patient support programs. We heard from companies that they needed *reliable, evidence-driven insights and comparative intelligence* to ensure they were designing programs that fit with the needs of their target population. They needed *expert facilitation* to align cross-functional teams on common performance objectives. They needed people who understood the intricacies of PSP implementation and who could provide *real-world insights and advice*. 2018 represented an important year in for MATRIX in successfully meeting these needs.

Launch of the Canadian Life Sciences Network for PSPs

2018 saw the successful launch of the **Canadian Life Sciences Network for Patient Support Programs**. This unique member service provides consultative services and exclusive access to comparative data to help guide initial planning and ongoing PSP development.

Highlights of this inaugural year include:

- **Benchmarking:** 9 Global Pharma companies participated, contributing data from over 50 patient support programs in a variety of specialty disease areas
- **PSP Summit:** 19 Pharma companies participated in this now annual event, sharing insights on their PSP development experiences and learning about new and emerging trends in the industry; over 60 PSP leaders attended
- **V-How Real Time Surveys:** 4 V-How surveys were issued that covered current PSP topics, with 15 companies participating



The success of this Network was the direct result of participation of our charter members. They realized tangible benefits such as supporting structure changes and investments in PSPs, increasing PSP headcount as well as optimizing program services. With 2 more members joining, the PSP Network has an unparalleled fact base to deliver objective insights and advice as we move into Year 2. We are looking forward to the continued expansion of this network.

Establishment of the MATRIX PSP Advisory Practice

Many companies told us they needed actionable insights at *specific* points in PSP development – RFP support and initial program planning, launch support and rep training, program evaluation, etc. In response, we expanded our services to include additional PSP Consulting Services, welcoming a range of consultants with practical experience in PSP use and implementation.

In late 2018 we launched the **PSP Advisory Practice** which encompasses both CLSN PSP member services and the PSP consulting services. MATRIX is thrilled to now offer a **full complement** of services to support pharmaceutical teams in all aspects of patient support program development.

To support this new practice, we were thrilled to welcome Nicole Serena as Director of the PSP Advisory Practice, who brings years of experience in the pharmaceutical sector and PSP implementation. In addition, to provide a comprehensive breadth of PSP expertise, Mary Lou Robertson and Suzanne Lepage have partnered with us as strategic collaborators.

NEW for 2019

Workshops – an array of PSP workshops and one-to-one training that meet the spectrum PSP educational needs in the pharmaceutical sector – everything from an orientation for NEW PSP team members to a Master Class for seasoned PSP Directors

Backgrounders – a selection of evidence-based papers on the PSP landscape and the regulatory environment in Canada to help guide teams through decision-making

Quarterly newsletter – updates to the CLSN network on industry trends, technology offerings, compliance considerations, and more

HCP Insights – a new project series that will capture usage and insights of PSPs from a variety of health care professionals in various specialty disease sites

The PSP landscape is more complex than ever. Pharmaceutical companies need to ensure their innovative PSP offerings are realistic and meaningful to their target users, while offering practical and useful insights on patient outcomes. The “gold standard” of PSPs is no longer about *what* is offered, but *how well* offerings integrate and perform in a specialty health care environment. We look forward to supporting PSP Leaders 2019 in progressing their PSPs to meet the ever evolving needs of patients and stakeholders.

