NEOVANCE™

Resource Allocation Strategies for Patient Assistance Program Design

Leveraging Artificial Intelligence as a PAP Tool, Not a Solution

To say Artificial Intelligence (AI) has exploded into the healthcare landscape is no exaggeration. It has become synonymous with innovation and cost efficiency, is embedded in the KPIs of pharmaceutical companies large and small, and the amount of new "solutions" labeled as AI seems limitless.

With so many options and an assumption that AI equals innovation, it's easy to get caught up in the hype. Taking a step back to focus on goals and outcomes is an important step for program managers.

It's true, AI-based tools can make many aspects of a patient assistance program (PAP), such as enrollment or data collection, faster or less expensive. They can even elevate the patient experience, enabling call center agents to deliver better, more intuitive service.

However, patients greatly benefit and appreciate human interaction during significant moments in their journey. Ultimately, AI should free up resources for high touch and empathetic patient engagement and not create barriers or frustrations that can come from impersonal fully-automated solutions.

> **~80% of all data entry in Neovance-run PAP programs utilizing OCR is fully automated, requiring zero agent clicks.**
>
> By strategically deploying technology like AI, we ensure our team has the capacity to focus on more complex cases where human expertise and personalized interventions are essential.

Strategic Usage of Tools Drives Outcomes

There is a role for transactional, tech-focused processes, and technologies. However, when not strategically employed, such technologies result in a one-size-fits-all solution—and patients respond (or hang up) accordingly.

PAP Tools to Optimize Resources and Outcomes

Sentiment Analysis and Call Monitoring:
Using AI-based telephony, call center supervisors can get real-time insights into call sentiment and quality, allowing for immediate coaching and intervention to enhance patient and provider interactions.

AI-Powered Chatbots:
Chatbots options that provide seamless access to live agents, ensuring patients don't become frustrated or disengaged.

Automated Benefit Verification (BV):
Various eBV and AI tools can automate the BV process, reducing turnaround times and can improve accuracy in some instances, allowing patients to move through verification quickly.

AI-Driven Document Automation:
Optical Character Recognition (OCR) automatically extracts and processes data from enrollment forms, directly into structured, actionable data without manual data entry.

Questions For Your PAP Program Manager

Your PAP program manager should be a collaborative partner in creating the right approach. Here are three key questions our team considers as they manage resource allocation and integrate technology into programs:

1. **How are we balancing empathy and automation?** Operational KPIs often miss the nuances of serving patients, including vulnerable populations who require empathy and flexibility in their support programs. Our sentiment analysis, and real-time call quality and trends analysis not only enhance efficiency but also ensure that our interactions with patients and caregivers are consistently handled with professionalism, care, and empathy.

2. **What metrics truly show program health?** Instead of solely focusing on call handling times, consider how data can be used in multiple ways to enhance a program. Telephony can be a strategic tool to drive outcomes - and measure accordingly. Where are patients dropping off, or spending too much time? Can we pinpoint why and how? By analyzing patient enrollment data, we can identify potential program vulnerabilities and uncover opportunities to refine approval criteria, ensuring programs can support the maximum number of patients. It takes an experienced team to interpret data. We pride ourselves on building a team that anchors on data, while collaborating on how to use it best.

3. **Why are patients calling in?** Utilizing tools to pinpoint the true nature of patient calls highlights opportunities for program improvement. For example, if a high volume of calls is related to application status, we can recommend automated solutions. Conversely, sentiment analysis may uncover patient confusion and a need for more empathetic human interaction.

To learn more about the role that AI plays in our outcome-based PAP programs, visit www.neovance.com.

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