

Patient Services Today: Themes, Trends, and Our Perspective

By Greg Zych, Senior Director of Marketing, Neovance

Patient support programs are being asked to do more than ever. Manufacturers are balancing pressure to improve efficiency, respond to changing market and regulatory demands, increase visibility, and deliver a better experience for patients and providers.

At the same time, many traditional service models were not designed for the level of flexibility, intelligence, and coordination now required. At Neovance, we see four trends shaping how manufacturers are thinking about patient access and support.

01

Technology must be applied with purpose

Technology can create tremendous value in patient support programs, but only when it is applied to the right problems. Too often, technology is introduced as a substitute for operational understanding or human connection. That can create friction for patients, providers, and support teams.

The goal is not automation for automation's sake. It is the thoughtful application of technology to improve efficiency, visibility, and decision-making while preserving the human experience. In specialty and rare disease care, where treatment journeys are often complex, empathy and personalized support remain irreplaceable. The future of patient services lies in balancing digital enablement with high-touch human engagement.

02

Manufacturers want more consultative partnerships

Patient support programs are complex, and manufacturers increasingly need more than transactional vendor relationships. They need partners who understand the operational realities of access programs and can help anticipate challenges, identify opportunities, and adapt as program needs evolve.

A consultative partner brings perspective. They ask better questions, challenge assumptions when appropriate, and help connect strategy to execution. This is especially important when programs must balance speed, compliance, cost, patient experience, and measurable performance.

Data must move from reporting to insight

Data continues to be a strategic priority across patient support. However, manufacturers need more than reports, they need actionable insights. Greater visibility into the patient journey helps identify access barriers, uncover improvement opportunities, and support faster, more informed decision-making. The goal is to transform data into action that improves both program performance and patient outcomes.

Clean, structured, and measurable data provides visibility into what is happening across patient support programs. By identifying trends, bottlenecks, and opportunities for intervention, organizations can move beyond reporting and leverage insights to improve access, enhance patient outcomes, and optimize program performance.

Data and insights are about creating a longitudinal view of the patient journey and delivering real-time visibility into program performance.

Service models must be flexible and adaptable

Modern patient access programs cannot operate under a one-size-fits-all model. Manufacturers need flexible service frameworks that can adapt by product, indication, patient population, benefit design, channel, and program objective. As therapies and stakeholder needs become increasingly diverse, flexibility has become a core requirement—enabling tailored programs that improve responsiveness, reduce operational burden, and better support patient access.

Flexibility is no longer a “nice to have.” It is essential to supporting access programs in a changing environment.



Moving patient access forward

The future of patient support depends on designing programs around the unique needs of each product and stakeholder group. Manufacturers need partners that provide strategic guidance and thoughtful recommendations, helping them balance innovation, technology, and operational efficiency with the personalized support that patients and providers continue to value.

For Neovance, this means building patient support solutions that are both innovative and pragmatic—leveraging advanced technologies and modern operating models where they add value, while remaining grounded in the human and operational realities of healthcare. The ultimate goal is to create flexible, patient-centered experiences that reduce complexity, improve access, and make each patient's treatment journey as seamless as possible.