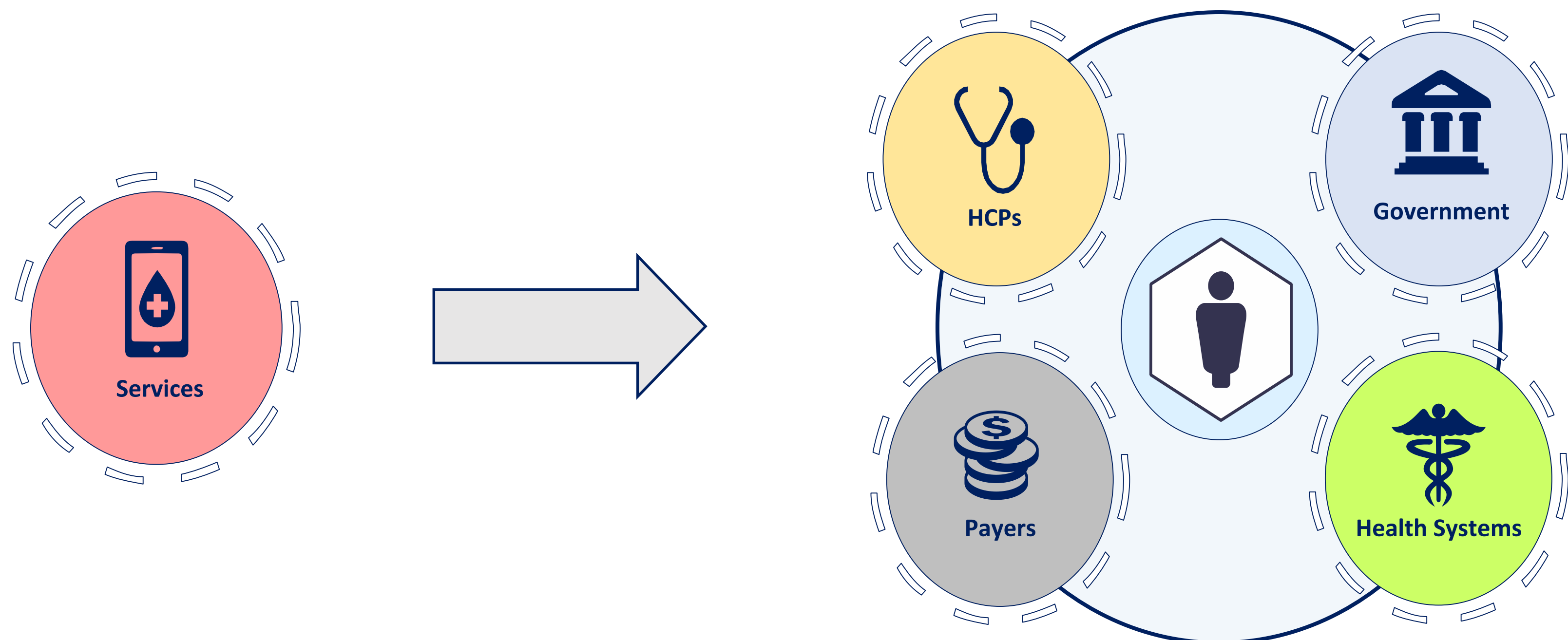
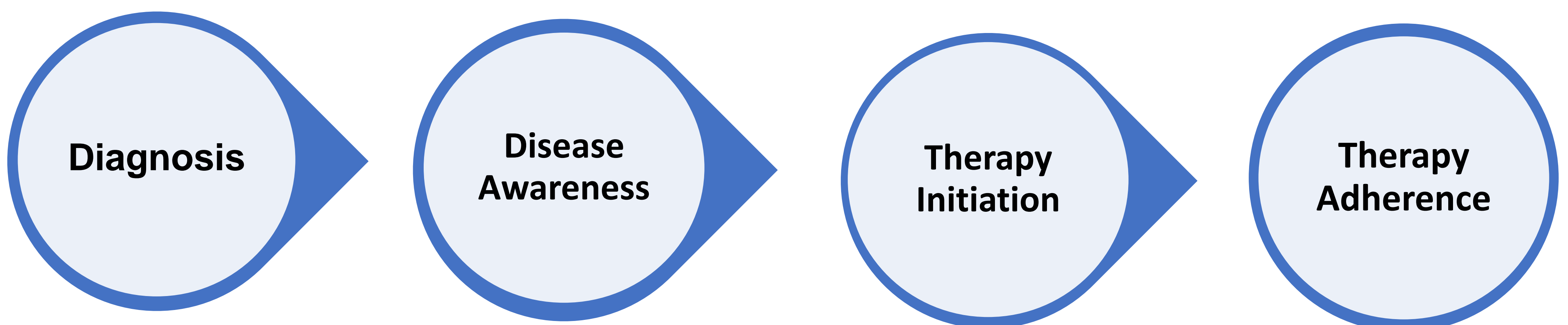


Evolving and Modernizing Patient Access to Specialty Therapy

Problem statement: Analyze and evolve the digital product roadmap for a patient-facing digital solution seeking to improve patient satisfaction and cost-effective scalability of patient services



Patient Journey



Journey Triage

- Segment stakeholders at beginning of therapy journey to better facilitate
 - Virtual Assistant on each landing page
 - Smart Forms
 - Digital HCP patient submission

Patient Onboarding

- Patients and other stakeholders want to know how the treatment selected will affect their lifestyle, family, work
- Online portal needs to be robust enough to facilitate seamless access to the selected therapy and be informative for each step of the process

Patient Retention

- Partner with third party medication management apps while maintaining separate branding (white labeling)
- Access to physician/care team and care-givers in the design of self-management portal/app
- Multi-pronged intervention required to promote patient adherence

Patient Branding

Option #1: Single Brand

Pros:

- Single client facing brand / portal
- Unified experience for patients

Cons:

- Challenge in building trust with patients when using Biogen name
- Challenges of integration with EHRs remain
- Regulatory constraints

Option #2: Disease Specific Patient Service Brands

Pros:

- Better aligns with initial and ongoing patient education journey
- Not branded as Biogen, better chances of building trust
- Potential to be umbrella platform for diseases, attracting other patient services/ brands





Cons:

- May not be able to build brand Biogen

Special thanks to our host:



Team Members

			
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