

# COVANCE PATIENT AND PROVIDER SERVICES

Connecting you and your customers at every stage of the treatment journey



**COVANCE**<sup>®</sup>  
SOLUTIONS MADE REAL<sup>®</sup>

# SUPPORT PATIENTS AND PROVIDERS ALONG THE ENTIRE TREATMENT JOURNEY



Your product's success depends on optimizing the treatment journey. But product initiation is only the first step, and the path to successful treatment is not always smooth. You need a robust strategy to address the many obstacles that patients and health care providers may face, including:

- ▶ Insurance barriers
- ▶ Medical questions
- ▶ Cost concerns
- ▶ Forgetfulness
- ▶ Motivation and self-efficacy
- ▶ Social support

As your dedicated partner, we can help you proactively remove these critical roadblocks and strengthen each patient connection.

## Ensure successful navigation with a team approach

The treatment journey involves many challenges, but it also offers insights that can be transformed into additional value. We are with you every step of the way to ensure that patients can access your therapy—and stay on it.

## Anticipate your patient and provider needs

Meeting your customers' urgent needs increases your product's commercial potential. In a constantly changing health care market, we help you listen to patients and providers, respond quickly and plan for what's ahead—before it affects product uptake.

## Maximize patient access

Once patients and providers understand that your treatment is the right choice, they need a clear path to therapy completion. We bring you the latest technology solutions to efficiently improve access and adherence.



## REMOVE INSURANCE BARRIERS

Don't let insurance issues stand between patients and your product. We offer a comprehensive suite of patient access programs, informed by our market access field team and staffed by experienced specialists. We can resolve access issues through:

- ▶ Care coordination
- ▶ Prior authorization
- ▶ Benefits verification
- ▶ Claims support

## AVOID DELAYS IN THERAPY INITIATION

You need to reduce the time between prescriber determination and prescription fulfillment—helping patients access your product faster. We can assist with services such as:

- ▶ Bridge/free trial/sample programs
- ▶ Pharmacist support
- ▶ Cost-sharing triage
- ▶ Non-commercial distribution (free product)
- ▶ Online verification services
- ▶ Prescription triage services

## PROVIDE TIMELY CLINICAL SUPPORT

Your customers should be able to rely on integrated, one-stop support services. Our clinical teams offer robust solutions, including:

- ▶ Clinical education
- ▶ Administration training
- ▶ Adverse event triage
- ▶ Case management
- ▶ Adherence counseling

## PREDICT AND ADDRESS ADHERENCE RISKS

You can go from being reactive to proactive with our comprehensive adherence programs. We help your patients overcome treatment barriers while examining behavioral, social and motivational factors.

- ▶ Risk stratification
- ▶ Behavioral Coaching™
- ▶ Personalized patient interventions
- ▶ Care team coordination
- ▶ Provision of/coordination with existing programs
- ▶ Predictive disease models

## SUPPORT THE TREATMENT JOURNEY WITH A BEST-IN-CLASS HUB AND DATA AGGREGATION SOLUTION

You need to know your market, customers and pain points in near real-time to maintain patient adherence. To enhance our dedicated hub service, we've partnered with an innovative data aggregator to help you:

- ▶ Leverage deep vertical industry experience and technology expertise
- ▶ View client-proven business performance metrics
- ▶ Proactively monitor and manage channel operations and data quality
- ▶ Make informed decisions with crucial knowledge about access barriers

With data from more than 80 specialty channel partners, this flexible, enterprise-scale aggregation platform will allow you to constantly optimize your program.

## DELIVERING STRATEGIC INSIGHT BY TRANSFORMING DATA INTO KNOWLEDGE

When you have greater visibility into the patient experience, you gain critical information about your customers' needs. That's why we offer advanced analytics and insightful reports that deliver actionable business intelligence, helping you focus on how to get—and keep—patients on your therapy. Our dedication to operational excellence ensures that we provide convenient solutions, streamlined communications and rapid implementation to maximize your efficiency.

You can rely on our proven track record of successfully developing best-selling drugs with the world's leading brands. Working together, we can remove barriers, build relationships and gain insights as your product reaches the real world of patients and providers.

## LET'S CONNECT PATIENTS WITH YOUR PRODUCT

A product isn't a miracle until it gets into the hands of a patient. Covance has the experience and expertise overcoming even the toughest market access barriers patients may face, be it financial, medical, educational or otherwise.

Our goal is your success: to ensure that patients can access your therapy and stay on it—optimizing their health outcomes while maximizing your product's commercial potential.

Learn more about our market access services at [www.covance.com](http://www.covance.com)

Covance Inc., headquartered in Princeton, NJ, USA is the drug development business of Laboratory Corporation of America Holdings (LabCorp). COVANCE is a registered trademark and the marketing name for Covance Inc. and its subsidiaries around the world.

The Americas + 1.888.COVANCE + 1.609.452.4440  
Europe / Africa + 00.800.2682.2682 Asia Pacific + 800.6568.3000

© Copyright 2016 Covance Inc. BROCM009-0416

