Optimizing Interactions To Enhance The Experience

THE PRODUCT X PATIENT JOURNEY

"People stare at me when I go out – my skin has made me feel alone and isolated."

- Disease impacts QOL (quality of life)
- Struggles to maintain sense of normalcy

AWARENESS

"I've tried so many treatments — they work well for a while and then stop. I need something different that's going to work for me once and for all."



Naïve Patient

- Spirals through many treatment options; disease hasn't improved
- Not aware that treatments are appropriate or that his disease is serious enough

Experienced Patient

- Dissatisfied with current treatment or medicine failed; disease hasn't improved
- Time to consider alternative treatment



- HCP continues to recommend additional treatments (too early in treatment plan)
- Patient is still at PCP or other specialist

"I completely trust my doctor. She gave me all the info I needed. Product X seem to work well and is more convenient."



Positive Experience Retween Patient and HCP

Product X is discussed as a potential treatment choice

Naïve Patient

 Patient understands that medicine is different from previous treatments

Experienced Patient

 Patient understands that Product X is different from other medicines he has tried

"I'm nervous about Product X my doctor gave me some info but I didn't really understand. I need to learn more before I decide."



Negative Experience Between Patient and HCP

Product X is discussed as a potential treatment choice

- HCP doesn't provide enough information or does not position Product X in a positive light
- Patient has fear of treatment and cost
- Patient needs more time to decide on treatment

CONSIDERATION

"Other medicines are my standard treatments. If those fail, I'll try something else."



- HCP has limited clinical experience with Product X
- HCP has other preferred medicines
 HCP does not prescribe based on
- HCP does not prescribe based on prior experience with insurance



"The side effects

and cost scare me.

I googled it to see what

other people are saying."

 Patient researches for more information about Product X



"This is too expensive, the side

Patient decides NOT to take Product X

WAITING PERIOD

"I don't really know what Product X offers me to help with my patients.
I'd rather just use the SP."



Overall lack of awareness of HUB benefits and services
 Coordinator may experience duplication

"I've decided to take Product X,

and I'm anxious to get started."

Patient > HCF

is the right choice

to self- administer

Experienced Patient

Naïve Patient

Patient and HCP decide Product X

Patient and HCP decide whether

· Lack of understanding about the process

of going on a medicine — why he does not

get an Rx or have to go to the pharmacy

· Lack of understanding about what

to expect vs. prior therapies

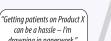
- of efforts and slower turnaround time

 Opportunity to more effectively triage
- to appropriate SPs based on pharmacy vs. medical benefit
- Opportunity for HUB to create transparency of process

"My doctor and I decided to start Product X, but now I can't aet approved.



- Insurance denies request for patient to take Product X
- Appeals process exists, patient could re-enter waiting period





can be a hassle – I'm drowning in paperwork."

Arduous Undefined Process

- Coordinator completes paperwork to get patient on Product X. Burdened because:
- Coordinator SP may be different from insurance
- Each SP works differently
- Medical versus pharmacy insurance benefit issue
- Coordinator is frustrated by the PA process

"We have an established process to he get patients on Product)



Smooth Manageable Process

- Coordinator has process in place that moves the patient along more efficiently
- Benefits verifiedInsurance approved
- Copay confirmed
- Shipment confirmed
- Appointment set for 1st injection
- HUB provides transparency of process

"Keeping track of upcoming appointments and calling the SPs takes up a lot of my time. The office is not staffed to provide this resource."



Coordinator Struggles With

- Logistics of Getting Product X in Office
 SP only runs pharmacy benefit when patient
- could be covered under medical benefit
- SP may communicate
- ineligibility for Product X

 SP may recommend competitive
- switch to ensure coverage
- SPs may change without Coordinator knowledge
- Lack of communication between Coordinator and SP
- Impacts patient's ability to receive treatment on time or at all

"My doctor told me that I may not see any improvement right away, but I'm hoping for clearance soon."



— W E E K 1 —

FIRST INJECTION OF PRODUCT X IS GIVEN If patient is self-injecting, training occurs

- Patient understands what to expect
- from Product X and is optimistic about taking it - Understands what to expect clinically
- Understands the procurement process
- Knows that there are resources available and where to get questions answered

"When should I start seeing results? How do I know this is working? How long do I have to wait?"



— W E E K 1 —

FIRST INJECTION OF PRODUCT X IS GIVEN

If patient is self-injecting, training occurs

- Patient is confused about what to expect from PRODUCT X
- Doesn't know when he should start to see clearance and how long it will work
- Unsure of what to expect dinically and of the overall process of being on Product X
- Feels alone and doesn't know where to turn for help

INITIATION

Process Challenges

— W E E K 4 — SECOND INJECTION OF PRODUCT X IS GIVEN

• Patient may be excited that he is seeing results or still hoping to see results



 Additional coordination needed for second dose (shipment, appointment, etc.)

ADHERENCE

"I have experienced significant clearance but keep worrying about how long it will last."



— W E E K 16 —

THIRD INJECTION OF PRODUCT X IS GIVEN

• Patient is happy with results; concerned about continued insurance coverage or that Product X will stop working

"Product X seems to work for everyone else but me. I really thought it was going to be the answer. Now I have to start all over again - I'm devastated.



- Patient isn't seeing results, or has unmanageable side effects
- Insurance changes
- Additional patient reasons

"I have to keep reminding patients that if they stop, the disease will come back."



Process Challenges

Patient > Care Partn

out lifestyle modifications

lifestyle options

- Care partner can provide

emotional support and

encouragement about healthy

Patient may be motivated to seek

— W E E K 28 —

FOURTH INJECTION OF PRODUCT X IS GIVEN

- HCP stresses adherence to Product X is important for it to keep working
- HCPs and SP may not be aware of HUB services for adherence or may not be taking advantage of them

"Since my symptoms are gone, I'm going to take a break and see what happens."



additional patient reasons

"I've seen great results with Product X, and patients always want to hear about how it works for others."



· HCP tells others about positive experience with Product X and encourages them to try it

ADVOCACY

"I've had great results with Product X and want to share with others."



- · Patient has never experienced dearance like this
- Patient has positive and ongoing experience with HUB or SP services
- Patient tells others about his success



- Patient doesn't think he needs to take Product X anymore because he is doing so well
- Insurance changes and

"Since my symptoms are gone, I'm going to take a break and see what happens.

— W E E K 40 —

FIFTH INJECTION OF PRODUCT X IS GIVEN

• HCP and patient appreciate successful results



- · Patient doesn't think he needs to take Product X anymore because he is doing so well
- · Insurance changes and additional patient reasons