

Conga for better patient experiences



Deliver better patient outcomes and scale your patient support program with a digital, automated document generation and patient support solution that connects patients, payers, and providers

Now more than ever, life sciences organizations (Pharmaceutical and MedTech) are compelled to provide equitable access to innovative treatments, address affordability concerns, and tackle non-adherence to medication regimens. Manual infrastructure and resource limitations compound these challenges, underscoring the urgency for life sciences organizations to embrace digital solutions and automation to improve patient outcomes.

Patient experience challenges

Life sciences companies face multiple challenges in ensuring their distributed sales teams deliver communications and compliant content to patients and providers efficiently:

Access

- Multiple barriers exist to providing equitable access to medication to elderly patients and those in underserved communities and third-world countries.
- While personalized medicines (e.g., cell and gene-based therapy, precision medicine) show tremendous promise, scheduling, delivery, and access pose numerous logistical and affordability challenges.

Affordability

- The high cost of drugs for chronic conditions is a long-standing issue.
- Economically disadvantaged patients are struggling to pay for drugs when they have no or limited insurance coverage.

Non-adherence

- Adherence rates of 70% or more are deemed standard for optimal therapeutic efficacy measurement, but currently, estimated patient adherence to medications is just 50%.
- Elderly patients' adherence levels are often even lower (38%-57%).
- 40%-60% of mentally ill patients have poor medication adherence.
- Patient non-adherence accounts for up to 50% of treatment failures, around 125,000 deaths, and up to 25% of hospitalizations each year in the U.S., at a cost of approximately \$500B.

Conga connects the patient, payer, and provider ecosystem for better patient experiences and outcomes

Conga's solution connects patients, payers, and providers to address accessibility, affordability, and adherence issues:

Access

Drives greater patient accessibility to medications and care by creating key documents and then processing them for signature:

- Prior authorization forms
- Letters of medical need
- Acknowledgment and acceptance letters
- Intake forms & disclosures
- Coverage & eligibility documents

Affordability

Easily connects current and potential patients to financial support resources to help them address any affordability issues:

- Financial assistance forms
- Promotions
- Coupons

Adherence

Ensures the generation and timely distribution of personalized documents and other patient communications that drive greater patient adherence:

- Journey-and experience-based patient documents (e.g., treatment & care plans and patient educational material) for patients, caregivers, and providers
- Ongoing regular touchpoints and guidance throughout the patient journey (for example, to support patients taking therapies with significant side effects or dosage complexity.)

70%

reduction in seasonal hiring of temporary staff

80%

less time spent updating documents manually

160,000

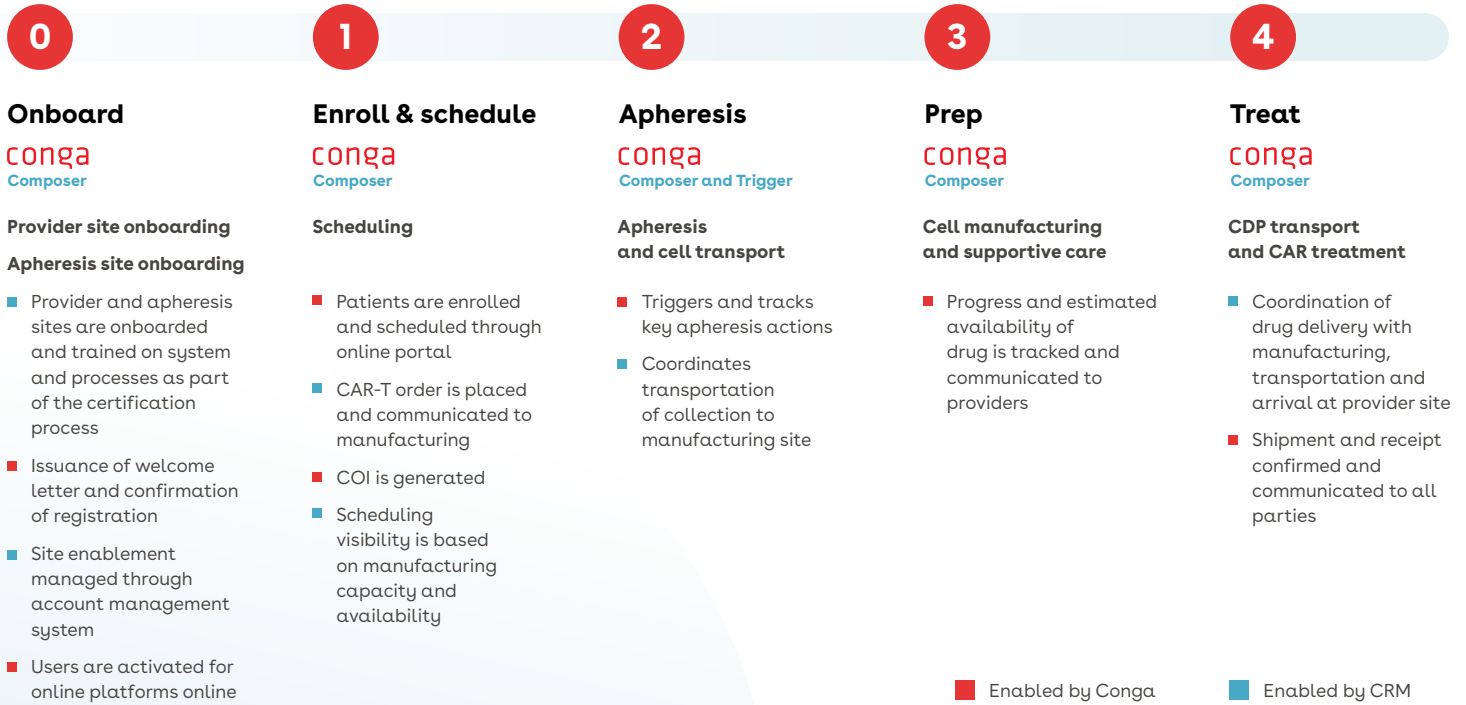
hours saved annually in document generation

Benefits for your business

- One-click generation for detailed patient coverage documents or no click for batch or trigger events
- Related summary documents are generated automatically on the back end, with no user intervention required
- Simplified process for annual patient information updates
- Increased visibility across the entire patient access process
- Leverages commonly used life sciences IT systems (Salesforce, Veeva, and ModelN), ensuring tight integration

Example: Patient access and treatment

In this example, Conga supports end-to-end scheduling patients for CAR T Cell therapy



For more information

Email info@conga.com or visit conga.com