PAP
Digital Patient Assistance Program

Improving patient access and support

Our digital Patient Assistance Program (PAP) meets the growing demand for real-time connection among patients, healthcare practitioners and pharmaceutical companies.

The Patient Assistance Program enables drug pharmaceutical companies to improve day-to-day operational efficiencies, effectively track patient adherence, and ensure compliance with real-time data via a dynamic dashboard.

With this program, pharmaceutical and consumer healthcare companies can:

- Reduce administration burden by automating tedious and error-prone tasks
- Ensure medical, legal and regulatory compliance
- Provide more secured data management compared to traditional paper-based processes
- Monitor patient enrollment and transactions in real-time

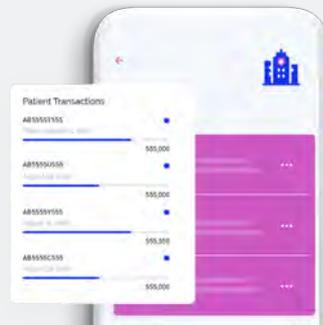## With this program, you can improve healthcare outcomes by:

- Increasing medication access
- Addressing affordability challenges
- Educating patients on proactive care
- Encouraging treatment adherence and compliance
- Improving quality of life for patients

Key features

Mobile and web usage

Real-time connection and tracking

A multi-touch solution
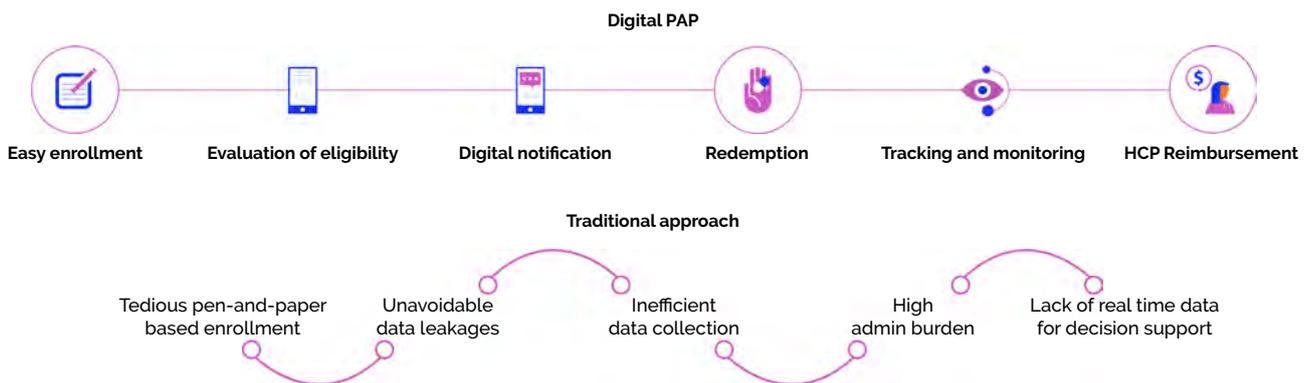
Full industry compliance

A scalable client branded customized program

Patient Transactions

A seamless end-to-end process across the patient journey

Our digital platform overcomes traditional hurdles, as a smooth end-to-end patient adherence program for all stakeholders, including patients, healthcare practitioners and pharmaceutical companies.

Patient journey with digital PAP vs traditional pen-and-paper approach:

Digital PAP

| Easy enrollment | Evaluation of eligibility | Digital notification | Redemption | Tracking and monitoring | HCP Reimbursement |

Traditional approach

Tedious pen-and-paper based enrollment

Unavoidable data leakages

Inefficient data collection

High admin burden

Lack of real time data for decision support

mClinica
pharmacy solutions

info@mclinica.com
www.mclinica.com

Case study: Driving demand and getting results in Malaysia

A leading pharmaceutical company grows market access, improves patient adherence, and increases patient purchases while mitigating financial risks.

The client

A leading pharmaceutical company in Malaysia that specializes in therapeutic areas for chronic conditions.

The objectives

mClinica Pharmacy Solutions implemented a program to:

- Closely monitor patient and medication transactions
- Increase patient adherence and compliance
- Capture a holistic view of the entire patient journey
- Minimize fraud from the misuse of promotional offers

The scope

- Users: Physicians and pharmacy outlets at a national level
- Products: 11 brands across multiple therapeutic areas
- Approach: Discount offer with every purchase
- No. of participating outlets: 600+ across Malaysia

The results

Reached over 120,000 patients in three years

150% increase in the proportion of refill patients - for the company's leading brand

30% increase in patient purchases month-to-month

Doubled patient adherence - from an average of three months, up to 6 months, post implementation

Mitigated potential non compliance issues - by identifying and intervening in suspicious fraud cases in real-time

Ask for a demo today! Contact us at info@mclinica.com or visit www.mclinica.com

About mClinica Pharmacy Solutions

mClinica Pharmacy Solutions has created the largest pharmacy network in Southeast Asia by empowering pharmacies to be the center of care. Our Trade and Patient Solutions enable more than 40,000 pharmacies, who interact with 150 million patients, to operate more efficiently and effectively. This unique position allows us to generate unparalleled pharmacy insights for the benefit of pharmaceutical companies, consumer health manufacturers, and the public sector who are now able to reach the fragmented pharmacy channel at an unprecedented scale.

Our easy-to-use, scalable and industry-compliant solutions generate positive social impact as they improve affordability for patients, increase access to medicines and treatment, and boost adherence. mClinica Pharmacy Solutions is powered by a specialised team and our solutions are available across 7 markets in Southeast Asia.

Empowering pharmacies. Advancing patient care. Transforming global health.

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