

DecisionEdge™

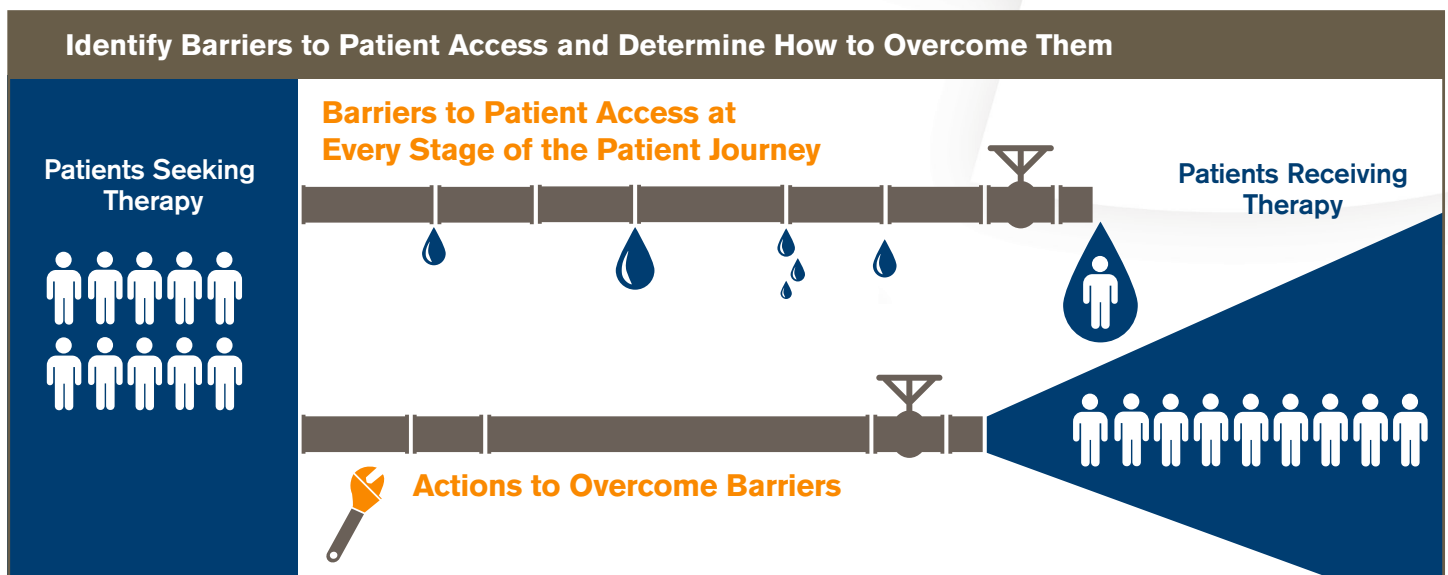
# Patient Access Journey

*COPD Market*

**Patient Access Journey** assesses the patient journey for COPD to reveal the factors that compromise access.

**Patient Access Journey** answers your questions so you can identify barriers to patient access and determine how to overcome them.

- What is the patient access journey for your product's disease state?
- What are the most significant influencers of and barriers to patient access in this disease state?
- What are your opportunities for addressing barriers to patient access in this disease state?



You can use **Patient Access Journey** to:

**Identify** barriers to patient access and determine how to overcome them

**Determine** patient education needs and resources

**Develop** patient programs

## September 2017 COPD Patient Access Opportunity Assessment

- Patient access journey map
  - Steps and process patients follow for gaining drug access from recognition of symptoms to adherence to prescribed treatment
- Influencers of patients' access to treatment
  - Influencers and drivers with greatest impact on patient access
  - Barriers caused by payers, delivery/distribution system and/or healthcare providers
  - Common actions/reactions to barriers by patient type
- Opportunities to address barriers to drug access by disease
  - Patient, healthcare team and product factors that facilitate access
  - Competitive activities to address barriers and influencers
  - Most effective solutions to address barriers

## Clients receive:



On-call access to our subject matter experts for your inquiries



Access to our website, customized for your organization



Client-exclusive webinar



Unlocked PowerPoint slides



On-site and virtual presentations with research leaders



Access to source data



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