

DecisionEdge™

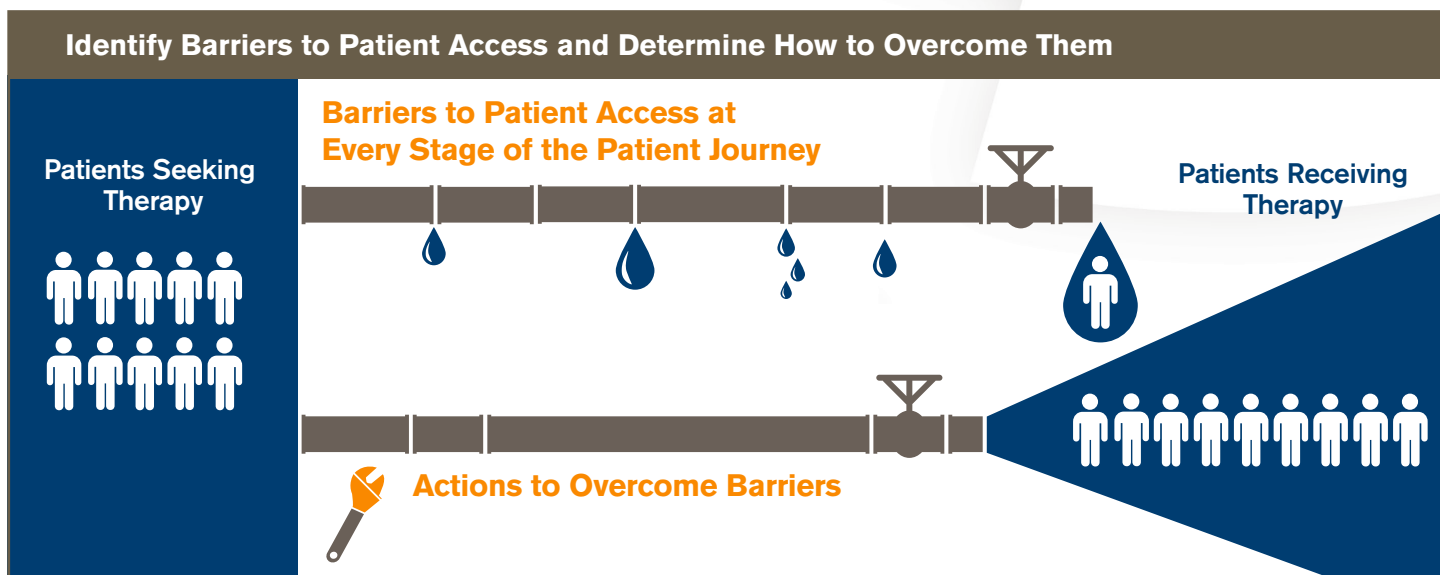
# Patient Access Journey

## Asthma

**Patient Access Journey** assesses the patient journey for asthma 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

**October 2018**

### Asthma 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



Onsite and virtual presentations with research leaders



Access to source data



Opportunity for input into research topics covered within the service



Specific recommendations for your organization

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