

# Improving Healthcare Access and Outcomes with Live Patient Engagement

## Case Study

### Expected benefits:

-  Increased health benefits toward managing the condition to recovery
-  Increased loyalty to the Pharmaceutical providers with at least a satisfied to extremely satisfied rating



Increased patient participation by at least 10%



Lower cost to pharmaceuticals by at least 20%

Across the globe, healthcare providers face the challenge of balancing good clinical outcomes with demands for patient satisfaction. In today's world, first-rate customer experience needs to be the norm, and the future of healthcare lies in delivering a stellar customer experience. Telehealth is about utilizing technology to deliver the right care, at the right place and at the right time.

A pharmaceutical was planning on launching a new drug in the US for a chronic condition that requires daily maintenance. Patients needed to learn how to use the medical device, administer the dose and provide nutritionally and exercise information back to the pharmaceutical. The pharmaceutical chose to accomplish this by setting up a voluntary coaching program to help them better manage their condition and treatment.

### Healthcare, wherever you're located

With providers and patients alike living busy lives or unable to make the travel demands for consultations, access to in-person healthcare is extremely limited. With many of these people also managing chronic conditions, telehealth becomes a necessity for life-saving services.

Using Vee24's Live Engagement Platform, the pharmaceutical company was able to give its North American diabetes patients access to instruction and personal care online. Patients could now reach their healthcare coaches from their own web-enabled devices, such as a PC, tablet or mobile device and do it from any location. On the provider side, the healthcare coaches were able to work from their own homes or offices while visiting with and treating the patients.

### Remotely coach patients to long-term health

Starting a new medication for a new or chronic condition can be anxiety-inducing for patients. Patients need to know they are taking the right dose, at the right time, in the prescribed manner, which can amplify their anxiety. Written instructions can be confusing and leave room for interpretation errors, which can be detrimental. With Vee24, physicians and health coaches are able to show patients how to administer their medicine with the new medical device, measure the correct dosage, and help them get the right cadence. In addition, they can be asking the patients relevant health questions about diet and exercise that are pertinent to the overall well being and efficacy of the treatments.

Patients who enroll in coaching programs are **12% more likely** to succeed when offered online support from certified health professionals.

Patients who do enroll in the coaching program do everything online, from meeting their coaches, to setting their appointments. They can also reach a healthcare professional throughout the day on the company's website through text or video chat.

The online experience made it easier to train users, and help them adopt new practices to take charge of their health. By reaching Certified Diabetes Educators when they needed them, users were able to have their questions answered in a timely manner while learning how to better treat themselves.

## Supporting work-life balance

Vee24 live engagement allows healthcare professionals to work from the office or home while supporting patients and having a flexible schedule. Vee24 supplies each coach with the training and equipment needed to operate from their home, where a simple click from a web browser brings them face to face with their patients at the scheduled time.

## A pathway to success

Vee24 is enabling the Pharmaceutical to blend clinical coaching with today's technology to ensure that patients reach important health milestones and to reduce the cost of providing personal coaching to so many patients across North America.

## Companies that are offering coaching programs see significant benefits, including:



- ✓ High enrolment rates
- ✓ Annual savings per patient
- ✓ Excellent patient satisfaction
- ✓ Positive health benefits

A positive patient experience can make a huge difference to the success of a program, and the Pharmaceutical is confident that live engagement will help them build a long term and rewarding relationship with patients. The health company was able to build lasting relationships with their customers, while better-ensuring positive patient outcomes.

## Contact Vee24

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