PRECISION PATIENT ASSISTANCE
Enhancing Access to High-Value Therapies

On the Rise
Rising consumer cost-sharing contributes to cost-related non-adherence...

ONE in Four
Adults report going without needed care due to rising cost-sharing

...and leads to increased need for third-party assistance to ensure access

PATIENT ASSISTANCE PROGRAMS

Charitable Foundations
- Provide grants to reimburse patient drug expenditures

Copayment Cards
- Cover all or part of consumer out-of-pocket costs for medications

Manufacturer Programs
- Provide medications directly to qualifying patients

Manufacturers and payers have competing goals regarding patient assistance programs...

Support programs that change medication utilization

Do not support programs that promote inefficient drug spending

...leading to consumer confusion

POTENTIAL SOLUTION

Precision Patient Assistance Programs

Manufacturers

Provide information on medication appropriateness

Stricter guidelines on who receives cost-sharing assistance

Exclude cost-sharing assistance when not clinically appropriate

Connect consumers to patient assistance programs when medication is clinically appropriate

Payers

Precision Payment Assistance: Why Benefits?

Managers

Promotes patient assistance for choice-indicated therapies

Supports established policies that encourage medication use

Improves patient experience and enhancing access to care

Consumers

CENTER FOR VALUE-BASED INSURANCE DESIGN