S3 Connected Health

Strategy | Solutions | Platform

Case Study with MERCK

Rare Disease: Patient Support Program

Overview

Who: The digital patient support program was developed for a leading pharmaceutical client.

What: Design, development and delivery of a data-driven, technology-enabled service that gives MS patients the ability to capture, share and review information on the management of their condition with their physician.

Why: To enhance adherence management, care coordination, optimize health-related quality of life and improve overall outcomes in MS patients. The service also provided real-world evidence and deeper insight to clinicians and the pharma client.

Background

The program was one of the earliest initiatives to track medication compliance side by side with patient reported outcomes at scale. This supports patients in the management of their condition and administration of their treatment, and facilitates meaningful dialogue between patients and clinicians.

The MSdialog app allows patients to track their personal health record by completing a periodic health questionnaire, and reporting on how MS impacts daily life. The application also allows healthcare providers to monitor the patient's treatment, adherence, clinical outcomes, and general health status.

Introduction

MSdialog, a digital patient support program, was designed to give multiple sclerosis (MS) patients control over the management of their disease, in the administration of their treatment in combination with a connected injection device (RebiSmart), and facilitate meaningful dialogue between patients and clinicians. Having been localized and deployed in 39 countries, and supporting 40 languages, S3 Connected Health played a key role in design, development and delivery of the mobile and web-based system.

The program

- Deployed in 39 countries
- Supporting 40 languages
- Designed to support a large population of patients across multiple territories
- Providing support for local care protocols
- Providing real-world evidence for pharma client, payors, and HCPs
- Designed to facilitate EHR and disease registry integration

Includes:

- Connected injection device that communicates to patient interface / mobile app (RebiSmart)
- System Includes: education and traning, eTherapy, PSP integration, clinical support, treatment management, visiting nurse support
- Reporting, insights, and business intelligence portal

The project

How it works

A connected injection device allows patients to self-inject and sends information wirelessly to each secure program server. The connected injection device records the date, time, and dosage of each injection so that an accurate dosing history can be discussed with a patient, allowing physicians to monitor and improve adherence to therapy.

The patient mobile app allows patients to provide feedback on their health and to track their own adherence and treatment progress. It also provides important economic and clinical real-world data, facilitating service planning and reconfiguration at country and regional levels

Key learnings

Following launch, MSdialog and RebiSmart were localized and deployed in 39 countries, supporting 40 languages. Patients reported both the web-based software and the app to be easy to use, with ease of use increasing over a six-week study period. Patients were highly committed to reporting outcomes on a weekly or monthly basis.

Key results

- 87% of patients stated that completion of patient-reported outcomes with the program fitted in “fairly well” to “extremely well” with their weekly routine.
- 77% of patients were “extremely satisfied” or “very satisfied” with their digital patient support program experience at the end of week six.
- 82% considered it better than previous methods for tracking their health and 95% would recommend using the digital patient support program.
- Patients felt the digital patient support program helped them to actively engage in the management of their disease between consultations.

Contact

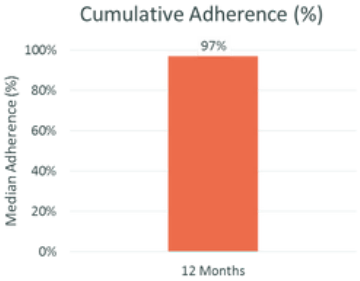
EU: + 353-1-563-200
USA: + 1-917-368-80690

Web: s3connectedhealth.com
Email: info@s3connectedhealth.com

Results

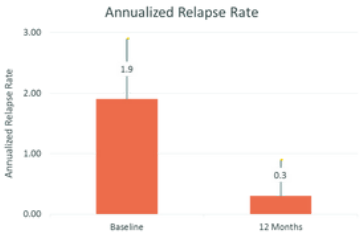
Patients with RMS self-injecting REBISMART® had excellent adherence at 12 months, which was associated with good clinical outcomes.
SMART Observational Study

SMART Observational Study



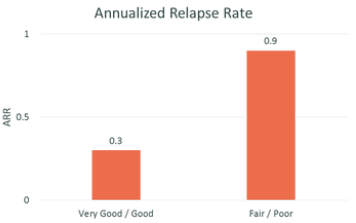
Adherence levels prospectively measured with REBISMART were very high and confirmed findings from previous 12-week user trials

Treatment with REBISMART was efficacious: 80% of patients were relapse-free at 12 months, mean ARR was significantly lower at 12 months and EDSS did not increase during the study period



Source: Adherence to, and effectiveness of, subcutaneous interferon β-1a administered by RebiSmart® in patients with relapsing multiple sclerosis: results of the 1-year, observational SMART study: Expert Opinion on Drug Delivery, 2015, 12:8, 1239-1250

Effect of adherence on outcomes STAR Observational Study



Treatment with REBISMART was efficacious: 80% of patients were relapse-free at 12 months, mean ARR was significantly lower at 12 months and EDSS did not increase during the study period

Patients with very good / good adherence had better treatment outcomes vs. those with fair / poor adherence: greater proportion of patients were relapse free and ARR was significantly lower

Source: The STAR Study: A Real-World, International, Observational Study of the Safety and Tolerability of, and Adherence to, Serum Free Subcutaneous Interferon β-1a in Patients With Relapsing Multiple Sclerosis; Hupperts, Raymond et al.; Clinical Therapeutics, Volume 36, Issue 12, 1946 – 1957