WellTouch® Patient Support

PharmaCentra's proprietary **compliance** and **persistence program, WellTouch®**: is **fully customizable** for each disease state. The program is customized to meet individual brand and client needs by incorporating surveys, barrier education, access to resources, health tips and educational messaging.

WellTouch® is the perfect vehicle to combat non-compliance that stems from: unintentional non-adherance, such as forgetfullness, moderating issues, such as cost or physician communication obstacles, and emotional factors, such as fear or apathy from asymptomatic patients.

This **multi-touch, opt-in program** is designed to communicate with patients as they continue therapy and assist them with the challenges of treating their condition. The WellTouch® program gives patients control over their treatment regimens, while providing a consistent communication connecting patient, and healthcare providers.

The program is simple. In a standard program patients register and receive refill reminders, disease education and health tips through **scheduled live** and **interactive voice response (IVR) calls**, **emails**, **SMS text messaging**, **direct mail** or a **mobile app** such as Mobile Health Library™. Physicians and pharmaceutical companies are then able to track patient progress and compliance through printed or online reports. Additional features such as market research surveys, physician or patient profiling and patient detailing, and health tips can be added to customize the program to meet individual needs.

WellTouch® Programs:

- Are Fully HIPAA Compliant
- Reinforce Brand Loyalty
- Increase Compliance & Persistancy
- Establish Long-Term Relationships

Designed to enhance patient literacy, HIPAA-compliant WellTouch® is customized to meet individual brand and client needs by incorporating:

- Barrier identification and education
- Access to brand and disease state resources
- Scheduling appointments with physicians
- Referred to a physician for treatment questions
- Patient surveys, may include HRA questions
- Educational messaging
- Health tips, including diet and exercise
- Transfer to patient's pharmacy for refills
- Integration with other programs
- Healthcare assessments

MANAGED CARE LINK

WellTouch® is built as a stand alone or integrated into existing patient support programs to enhance them, and it can also serve as a useful disease management tool for Managed Care companies.

By focusing on the individual needs of each patient and tailoring a program that encourages compliance and healthy habits, insurance companies can help reduce their costs and improve patient outcomes.

Patients benefit by receiving personalized care while payer and pharmaceutical companies benefit through better patient outcomes and consistent brand usage.

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