



# What is the most effective way to manage the patient journey?

Powered PatientJourney360

## Patients undergoing high-end, customized treatments need special concierge care.

Engage their needs with a holistic solution that manages patient services. Providing management across all aspects of their treatment, PatientJourney360 is a complete patient lifecycle management solution to handle everything from the first enrollment call to patient therapy adherence.

Having an integrated Call Center solution with Unified Service Desk provides a solution which can help case managers with all the information and help at their fingertips.

## Powered by a Patient-Centric Approach

### Increase Adherence

Utilizing tight management of all patient logistics associated with high-end treatments, the P360 solution encompasses the journey from welcome call through completion. Managing financial assistance, linkage with non-profit agencies, government agencies, insurance companies, appointment management, even transportation logistics - all to increase adherence in these lifesaving treatments.

### Increase Marketing Alignment

Along the way, the HIPAA-compliant, firewalled data provides a good understanding of how to better allocate resources and information to these patient groups - an essential way to navigate full-circle service to various therapies.

## Why PatientJourney360

We manage your patient logistics, from beginning to end, and then some:

- Pre-defined Case Types and workflow
- Welcome call, benefit investigation, prior authorization and more
- Integrated with Unified Service Desk to handle inbound / outbound calls
- Manage consents and dates
- Build marketing lists with one click export
- Built on Microsoft foundations, and natively integrated with Office 365
- Expand to order management
- Manage each patient with personalized care



## Powered by a Holistic Approach

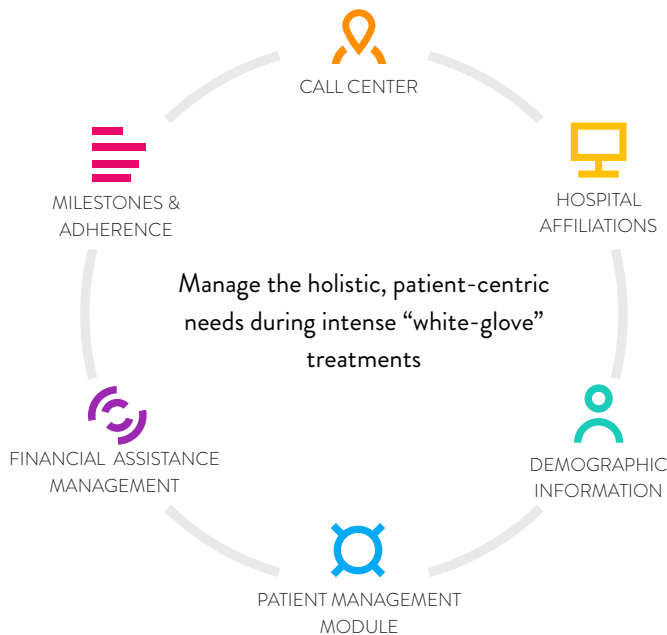
### Embracing the Patient and the Journey

Built for the life sciences industry, PatientJourney360 is a complete solution to manage patient lifecycle on custom therapy – treatments that demand high engagement, customization, and complex logistics – where patient adherence is of utmost importance.

### Amplified View of the Patient Needs

PatientJourney360 offers a wide range of solutions unique to the life sciences industry - managing all aspects of patient needs during the intense process of high-end custom treatments.

Our solution helps case managers perform their role more effectively with all pertinent information at their fingertips. Manage HIPAA, marketing, and other consent documentation with automated workflows to oversee expiration and renewals quickly and easily.



## Why PatientJourney360?

### Management of the Journey of the Patient like no other:

- Increased engagement with patients, managing the holistics of all needs
- Securely maintain patient data with Microsoft HIPAA compliant cloud
- Complete patient management module with relevant case types
- Tracking of valuable demographic data
- Ensure your patients are cared for through an integrated call center with a robust call center management dashboard, including an integrated knowledge base and call scripts, rich call analytics, and call monitoring
- Manage consents and dates
- Build marketing lists with one click export

### For more information, contact us at

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## Why P360 For Pharma

P360 (previously Prescriber360) powers pharmaceutical organizations with advanced, scalable and ROI-built commercial strategy and technology solutions. Delivering a 360 view through the pharma, prescriber and patient ecosystem, P360 designs and deploys capabilities that ensure highest efficiencies and returns on sales operations, data management, clinical trials, patient centricity, and IoT innovation.

A Microsoft Gold Partner specialized in life sciences, P360 has partnered with customers from Top Pharma to emerging biotech for over 25 years, committing to deliver higher efficiency and value.

