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INTOUCH

DHC Access and Adherence Webinar

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EVERSANA INTOUCH

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“Digital patient experience is the single largest investment that Cleveland Clinic has made in marketing, transforming the organization to **prioritize experience** over new patient acquisition and **long-term relationships** over singular transactions.”

– *Paul Matsen, CMO Cleveland Clinic*



National and Local Trends

At varying levels of sophistication, local and national competitors are:

- **Integrating CAM with EMR** (*Cleveland Clinic, City of Hope, Intermountain, NYP, NYU Langone, Ochsner, UCLA, UCSF, Geisinger, Penn State, Christiana Care*)
- **Hiring digital customer experience experts**
- **Investing in personalized content**
- **Investing in communication platforms** instead of just point solutions
- **Disrupting in the market: One Medical and Amazon**

National



Regional



New



Moves Afoot to Improve Prior Authorization Times and Efficiency

New CMS proposed rule to streamline the PA approval process:

- Insurers render PA decision within seven days for a non-urgent service (current 14 days); and 72 hours if it is urgent
- Required for most group and individual health plans, Medicare Advantage, Medicaid managed care and state Medicaid agencies
- Implement electronic PA systems by 2026



UnitedHealthcare Shifts Colonoscopy Requirements from Prior Authorization to Advance Notification

• Non-Screening Colonoscopy

- For Commercial Beneficiaries
- No longer requires "Prior Authorization"
- "Advance Notification" is required
 - Providers collect and submit patient data online or by phone before performing a procedure



• Screening Colonoscopy Policy

- Preventive screening colonoscopies are being reviewed for site of service medical necessity
- Optimize ambulatory surgical centers (ASCs) or other locations
- Limit hospital outpatient settings for high-risk patients



Omnichannel: STAKEHOLDER-CENTRIC



Organized, Orchestrated Omnichannel Strategy Puts the Stakeholder in the Center of their Experience

- 1 Who are we talking to?
- 2 What do we need to say?
- 3 Where & how do we reach them?
- 4 Is it working?

1	2	3	4	5	6
Unmet Need	Clinical Value	Reduce	Protect	HEOR	Access



The Ecosystem for Market Access Stakeholders

Meet payer stakeholders where they are today, continue to establish leadership, and build strong payer/account manager connections with amplified channel support.

-  Digital & Print Resources
-  1:1
-  Digital
-  Data capture



- Paid and organic search
- Journals (digital + print)
- Programmatic display
- Paid social



Pharmacy Directors & Medical Directors
(Health Plans, PBMs, Medicaid, Medicare)



Unbranded Site

Branded Microsite for Resources

Request AM meeting

Veeva suggestions

Account managers (AM)

AM triggered email

Interactive presentations

One-page Synopsis

1:1 Meetings

Conferences

Email & Banner surround sound

Social media

Webinar on New Mental Health Crisis

Veeva





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Connect

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