

# DIGITAL & VIRTUAL CARE DRIVING PATIENT ACCESS

## Long, Long Waiting Lists

Common health conditions such as Gastroenterology and Respiratory contribute materially to the NHS workload, and long waiting lists within these therapy areas are prevalent in many areas of the country.

## 'Me Too' Products

These areas are characterised by numerous medicines that pharmaceutical companies struggle to differentiate in the marketplace.

## Key Stakeholder Issues

The three key stakeholders therefore have major issues:

- Patients do not get timely and comprehensive treatment.
- The NHS is dogged by huge patient demand which is sometimes unmet.
- The pharmaceutical companies compete in an undifferentiated 'red sea' with disappointing levels of access to patients.

## Taking the Initiative

Digital and Virtual Care offers a huge opportunity for innovative pharmaceutical companies to take the initiative and address the key issues noted above. For example, Apodi recently completed a pilot virtual GI clinic programme in the Midlands via its **VIRTUAL CARE HUB** delivering 26 clinics (sponsored by a pharmaceutical company). Approximately, 50% of the patients were given advice and discharged and the other 50% of patients required further investigation and were referred to the appropriate healthcare professionals.

INNOVATION AND INSIGHT FROM AROUND THE WORLD



Apodi's Comment:

Virtual Care Hubs are making a dramatic improvement to care in a number of key therapies such as GI and respiratory. The key features of Apodi's Virtual Care Hub are as follows:

- Staffed by specialist nurses.
- Potentially deployed as a Package Deal or as a service to medicine.
- Potentially focused on the company's branded medicines.
- Can integrate with value added services such as the training of patients and in-home testing.
- Gathers aggregated anonymised data.



The demand for such services by patients and existing providers is huge in the UK given the capacity constraints within the NHS.

Opportunities exist for many pharmaceutical companies for differentiation and improving the care of patients using their medicines.

To learn more about Apodi and how we work with our pharmaceutical clients and the NHS, visit us at [www.apodi.co.uk](http://www.apodi.co.uk) or email us directly on [info@apodi.co.uk](mailto:info@apodi.co.uk).

