

Removing Barriers, Restoring Hope: Transforming Access to Immunotherapy with IQVIA Patient Engagement and Support



A new era in Oncology support

Access to immunotherapy can be transformative for patients with cancer, yet financial and logistical barriers often prevent timely treatment. In partnership with a leading pharmaceutical company, IQVIA launched a Patient Access Program (PAP) to ensure eligible patients could begin and maintain their immunotherapy regimens without delay or disruption.

Challenge: Barriers to timely immunotherapy

The team identified three main challenges and barriers that were delaying or disrupting patient access to treatment. These included:

- High out-of-pocket costs
- Limited understanding of treatment protocols
- Missed doses due to lack of follow-up and support

These challenges not only compromise outcomes but also erode patient confidence and continuity of care.

Solution: A comprehensive patient access program

IQVIA implemented a comprehensive PAP designed to eliminate barriers and empower patients to begin and maintain their immunotherapy regimens without delay.

Key components included:



Financial assistance

Full coverage of treatment costs for eligible patients



Education and training

Tailored guidance for patients and caregivers on medication administration



Proactive follow-up

Regular calls to ensure timely dosing and adherence



Stakeholder coordination

Seamless engagement across healthcare professionals, caregivers, pharmacies, and payers



Impact: Measurable outcomes, meaningful change

The program delivered tangible results:



And provided **clear benefits** for patients enrolled:

-  **Affordability:** Full coverage of out-of-pocket costs for eligible patients, removing financial barriers to care
-  **Speed to treatment:** Average time from prescription to first dose reduced to just 3–4 days
-  **Sustained support:** Patients received training and regular follow-up to ensure proper medication use and adherence
-  **Clarity and confidence:** Patients were provided with comprehensive information regarding their treatment and received support throughout the care process

Patients reported greater clarity, confidence, and continuity in their treatment journey — underscoring the value of personalized, wraparound support.

Ready to transform Oncology patient support?

Oncology care is becoming more complex, with patients facing a growing number of treatment options and emotional challenges. Pharmaceutical companies need more than just adherence strategies — they need solutions that support patients throughout their journey.

IQVIA's Patient Engagement and Support (PES) programs are designed to do exactly that. We combine evidence-based approaches with compassionate, human-centered care to improve access, boost adherence, and support emotional well-being.

We supported 65+ in country deployments across ~ 20 countries, covering ~30 oncology indications with +20 types of patient support services, ranging from adherence and persistence support to care coordination and education services.

Whether you're launching a new program or expanding an existing one, IQVIA's PES team offers tailored solutions that improve outcomes and elevate patient experience.

Contact us today to explore how we can support your oncology portfolio.