

# Four Ways to Elevate Patient Support Programs with In-home Services

*How in-home care is transforming access, adherence, and outcomes for patients with chronic conditions*

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In-home care services are redefining patient support by delivering essential services — such as phlebotomy, medication administration, and portable diagnostic testing — directly to patients' doorsteps. They eliminate the stress and time burden of lengthy commutes, significantly reduce missed appointments, and minimize the risk of treatment interruptions that can compromise health outcomes.

As an example, consider a pediatric patient who needs specialized bloodwork before starting a new therapy. The earliest appointment with a specialist is weeks away. With in-home care, his bloodwork can be completed in a matter of days. Or envision a patient whose treatment requires monthly monitoring, but she lacks reliable transportation and has limited family support. In-home visits make her far less likely to miss critical appointments, which could jeopardize her access to life-sustaining therapy.

Sometimes, there are even opportunities to improve access and convenience within a healthcare provider's office. For instance, some oncology treatments require EKGs before and during therapy. Rather than forcing patients to schedule and complete a separate visit with a cardiologist, oncologists can administer required EKGs within their own practice and get real-time interpretation and support of board-certified cardiologist.

With the ability to slash the time and friction involved in starting and staying on therapy, it's no wonder that a growing number of patient support leaders are integrating these kinds of services into their programs.

## The benefits of in-home patient support

In addition to the emotional toll, chronic illness places many practical demands on patients. By some estimates, individuals with chronic conditions spend as much as 6 to 12 hours a month traveling to and from medical appointments. For patients whose treatments involve strict FDA Risk Evaluation and Mitigation Strategy (REMS) requirements, these logistical challenges become even more demanding, with far greater consequences for missed appointments.

In-home healthcare services can play a significant role in improving access and enhancing care quality. By delivering medical services directly to patients, the in-home model eliminates access barriers related to transportation, time constraints, and family needs. Patients can prioritize their health without the added financial stress that often influences access to care. This approach allows patients to prioritize their physical and emotional well-being. Ultimately, it helps to improve adherence to treatment protocols and prevent the worsening of chronic conditions.

Most importantly, in-home care empowers patients to maintain their primary roles as parents, spouses, employees, and/or caregivers while managing their health conditions. They can reclaim precious moments of normalcy in their lives instead of having their entire schedule revolve around medical appointments. Beyond the home, similar principles of convenience and efficiency can be applied within provider offices to further streamline care.

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**What does it take to integrate in-home services into patient support programs? IQVIA's past successes point to four key capabilities: Regulatory compliance and risk management, a comprehensive nationwide network, seamless technology integration, and a people-first approach.**



### **Capability #1** **Regulatory compliance and risk management**

Despite the advantages of in-home care services, many patient support program leaders have historically hesitated to consider them. Often their resistance is rooted in concerns about regulatory compliance, including potential issues with the Anti-Kickback Statute. However, these challenges are entirely manageable with the right approach and partnership strategy. Indeed, the key to successful integration of in-home services lies in partnering with an organization that possesses deep experience navigating regulatory complexity while maintaining strict compliance standards.



### **Capability #2** **Comprehensive nationwide clinical network**

To achieve meaningful reach and impact, patient support programs need access to a nationally deployed, purpose-built service model. This requires a partner with a robust network of specialized clinicians capable of delivering high-quality, patient-centered care across diverse medical needs. Look for a network that includes pediatric laboratory experts, licensed sonographers, cardiologists, ophthalmologists, and other specialists who can address the varied requirements of patients across age groups and conditions. Additionally, consider a network that can effectively deploy a clinician with the credentials to meet the state-specific scope of practice laws. Having a comprehensive clinical capability ensures that regardless of patients' locations or medical needs, they can access the same level of specialized care they would receive in a traditional clinical setting.



### **Capability #3** **Seamless technology integration**

Modern in-home care must integrate seamlessly with a program's existing patient support infrastructure. This integration is crucial to enabling real-time case

management, preserving data integrity, and addressing compliance with all program protocols and regulatory standards. Ideally, this integration functions as a natural extension of the manufacturer's hub — facilitating efficient service coordination, minimizing delays, and reducing administrative burdens for both providers and patients.

Program leaders should seek a technology platform that supports end-to-end scheduling, service delivery, and follow-up coordination. It should also integrate patient data on the back end, creating a unified view of each patient's journey to enable more informed decision-making. A proactive scheduling approach eliminates the burden on patients to remember critical follow-up needs. This is especially helpful during emotionally challenging periods when patients and their families may be overwhelmed by a diagnosis or treatment complexity.



### **Capability #4** **People-first approach**

For virtually every patient, "real life" — including challenges with scheduling, transportation, and other logistics — gets in the way of adequate follow-up care. Such barriers often disproportionately affect individuals with lower socioeconomic status or those living in rural or underserved communities. By helping reduce or eliminate these burdens, patient support programs can help create a more dignified patient experience. PSPs enable providers to tailor interventions with greater sensitivity and deliver more precise treatment options. Finally, they contribute to a more meaningful feedback loop — providing opportunities to identify and address environmental or social challenges that might go unnoticed in a traditional clinical setting. Fewer missed appointments don't just lead to a better patient experience; they translate into improved adherence, enhanced continuity of care, and better overall health outcomes.

## Reimagining care, one home at a time

By embracing in-home care, patient support programs are not just improving access. They are restoring dignity, autonomy, and quality of life. As healthcare continues to evolve, integrating these services is no longer optional, it's essential. Healthcare innovators and patient support leaders should explore strategic partnerships that make in-home care a cornerstone of their service model — because when care comes home, everyone benefits.

**Connect with us** to learn more about IQVIA's In-home Clinical Solutions.

