

Unleash the Full Potential of your Patient Support Services (PSS): Streamline Operations for Better Outcomes

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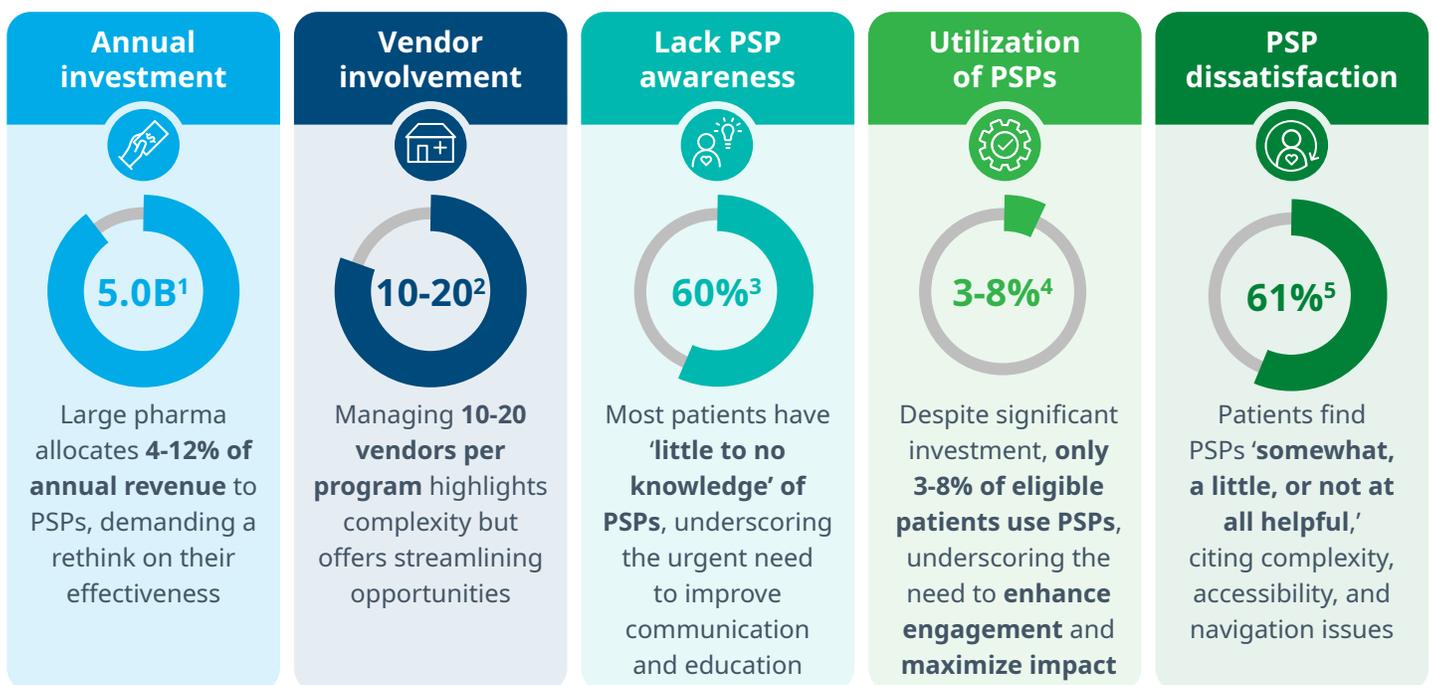
Introduction

Pharmaceutical companies invest over \$5 billion annually in Patient Support Programs (PSPs), yet these programs are plagued by inefficiencies and underutilization, with only 3% of patients engaging. The gap between investment and utilization highlights an urgent need to streamline operations, improve vendor management, and enhance patient engagement to unlock PSPs’ full potential.

Problem statement

Despite recognizing the value of PSPs, many pharma programs remain fragmented and underutilized. A lack of data-driven strategies to measure and optimize PSP effectiveness leads to missed opportunities for improved patient engagement and overall outcomes.

Key statistics highlighting the urgent need to re-wire PSPs



Sources: 1. [Fierce Pharma](#); 2. IQVIA PSP Analysis; 3-5. [Phreesia PSP Survey Insights](#)

Solution areas to re-wire your patient support services

To overcome the challenges of low program utilization, vendor complexity, and operational inefficiencies — and to fully realize the value of your PSP investment — you need more than incremental improvements. IQVIA's Patient Support Services Advisory team can help transform your PSPs into high-performing, patient-centric operations. We streamline processes, improve patient experiences, and deliver measurable results.

Why IQVIA? The edge your PSP needs

Choosing the right partner is key. Whether optimizing an existing PSP or launching a new one, IQVIA delivers advisory services and tailored solutions that drive measurable outcomes. With our unique combination of deep industry expertise, proprietary data, and hands-on support, we ensure your PSPs are set up for success. From initial assessment to full-scale implementation, IQVIA delivers measurable results at every stage.

Realize immediate benefits with your PSP

Optimizing your patient support program doesn't require a massive overhaul or large budget. IQVIA's targeted, efficient approach delivers affordable improvements with fast, meaningful impact. Here's how to get started:

1 Proven track record



With over **20 years of PSP excellence**, IQVIA has launched **400+ PSPs** and 2,000+ copay programs, delivering **\$1B+ in cost savings**. Our innovative methods have **cut time-to-fill by 5-6 days**, and help you deliver **faster patent access** and **streamline operations**.

3 Data-driven insights



IQVIA leverages **proprietary data (e.g., claims data)** to **measure PSP effectiveness on adherence and persistency**, comparing control vs. enrolled cohorts to understand and assess program performance.

2 Specialized PSS expertise



IQVIA's **Patient Support Services Advisory team** offer deep insights and **unbiased vendor evaluations**, ensuring your partners deliver top performance. Our independent approach builds trust, maximizing **vendor and program success**.

4 Change management excellence



Our **applied change management framework**, tailored for life sciences, ensures **seamless transitions** from planning to implementation. We **minimize disruption** and ensure your PSPs continue **delivering strong results**.

Conclusion

In today's evolving pharmaceutical landscape, it's no longer optional to optimize your Patient Support Program. Don't wait to realize the full potential of your PSP. By optimizing yours with IQVIA's Patient Support Advisory services, you can drive immediate cost savings, improve patient outcomes, and position your programs for long-term success.

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