



Improving Health Equity: the HCP perspective

August 2022

“

There is much more work to be done to bring health equity to underserved and underrepresented populations”

- HCPs in the United States

In 2022, the United States is more aware than ever of the health disparities that exist. Government agencies and companies that support the health care industry are in need of an overhaul to bridge the gap in health inequities.

AnswerSuite, a Syneos Health Company, surveyed a portion of their panel consisting of over 11,000 US Healthcare Practitioners (HCPs) to understand how the biopharmaceutical industry could best support underserved and underrepresented populations.

HCPs believe there is more biopharma can do to support underserved and underrepresented populations

HCPs are aware their underserved and underrepresented populations have different needs and they want biopharma to increase resources, support them and meet them where they are.



Increased Financial Support: With inflation on the rise, patients need financial support. Consistent approaches to patient access programs, copay cards and coupons would ensure they are able to receive life-saving medications every month.



Reliable Transportation: Even with the rise of virtual care, this does not replace the need for patients to have in person interactions with physicians. Transportation methods for seeing doctors, participating in clinical trials and delivering medications should be a focus area for care delivery.



Providing Alternative Means of Technology: Technology usage is at an all-time high, but for underserved communities this does not always benefit them. Making phone options available or receiving paper forms prior to appointments would allow for more meaningful interactions between patients and providers in the office.

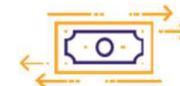


Consistent Education: Continuing to engage and inform HCPs, patients and their caregivers about the latest treatments, available clinical trials and disease state trends would benefit underserved populations who need the most support.



Increasing Materials in Multiple Languages: With over 67 million people in the US identifying a language other than English as primary*, providing medical related materials in various languages would increase health literacy and outcomes.

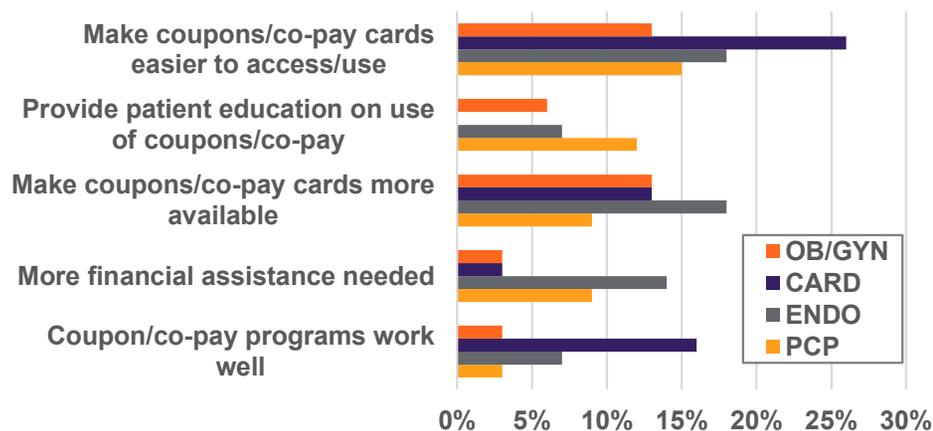
Source: *dailymail.org



Make it affordable

HCPs unanimously believe that there is a fundamental issue with copay cards/coupons for underserved patients and the challenge they pose for using these programs.

How could a biopharma manufacturer improve the copay aid and coupon process?



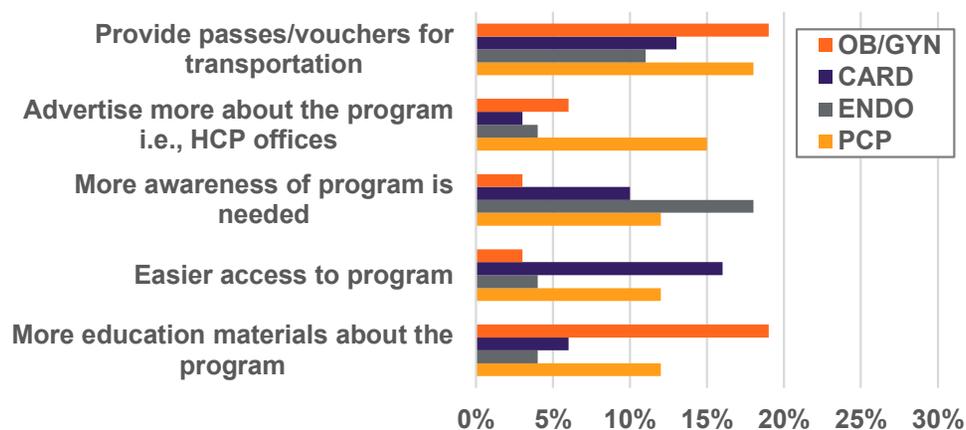
“Less paperwork.”
“Leave more at my office.”
“Have them in different languages.”
“Have available in print form, many patients cannot go online.”
“Allow for refills.”
“Get rid of them all together and lower the price of the medications.”



Get patients to the care they need

HCPs are less aware of underserved patient support programs around transportation, with OB/GYNs being least aware (26% are unaware). As a result, they are not sharing these programs with patients and require help from biopharma to better serve these patients.

How could a biopharma manufacturer improve the process for transportation or shuttles?



“Work with local partners.”
“Also help with getting scripts filled.”
“Make vouchers, bus passes and Uber credits available.”
“Raise public awareness of programs.”

More technology is not always better

Lower income families and individuals with disabilities are less likely to have digital technology in their homes*. Modern technologies around healthcare are not making it easier or more convenient to receive care or financial assistance. Many underserved patients do not have adequate internet access, making it difficult for this population to benefit from these advancements.



Provide enough printed materials or mail information to patients' homes.



Phone applications would be beneficial for those with a lower literacy level



Complete paper health history forms prior to appointments to increase interaction with providers

*Pew Research - [Lower-income Americans still less likely to have home broadband, smartphone | Pew Research Center](#)

Educate and inform

Educating HCPs, patients and those involved with patient care regarding available resources can drastically increase care delivery to underserved patient populations.

HCPs communicated there is a need for more materials both digitally as well as printed for their underserved patient population.



- Twenty-six percent of cardiologists indicated wanting **more materials for providers and patients**. None of the cardiologists surveyed mentioned making patient materials available digitally while 14% of endocrinologists felt this channel would be helpful.
- OB/GYNs specifically called out needing materials that are **easier to understand** (19%).
- Sending materials directly to patients was ranked of lowest value by all HCPs.



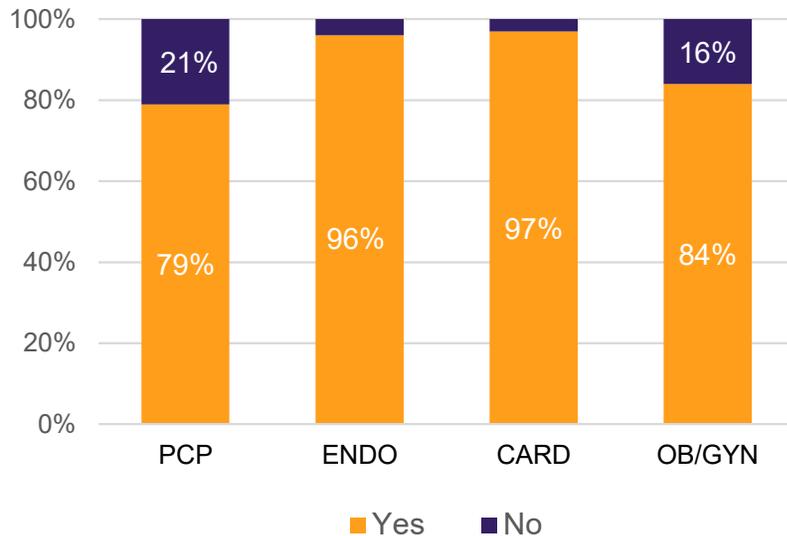
With 67 million people living in America not speaking English as their first language, availability of materials in native languages is important.

- Twenty-one percent of endocrinologists reported that **materials in different languages** would be helpful.
- OB/GYNs have a **lack of awareness of patient educational materials** for underserved populations as 19% reported low awareness of these services.

Enhanced patient materials – meeting patients where they are

Eighty-nine percent of HCPs believe that patient compliance would *increase* if biopharma manufacturers provided their practice with enhanced materials which include content in their native language and international symbols with simplified language. This is especially true for cardiologists and endocrinologists where over 96% believe it would impact their underserved populations.

Do you think patient compliance and adherence would increase if biopharma manufacturers provided your practice with enhanced materials?



If No, Why?

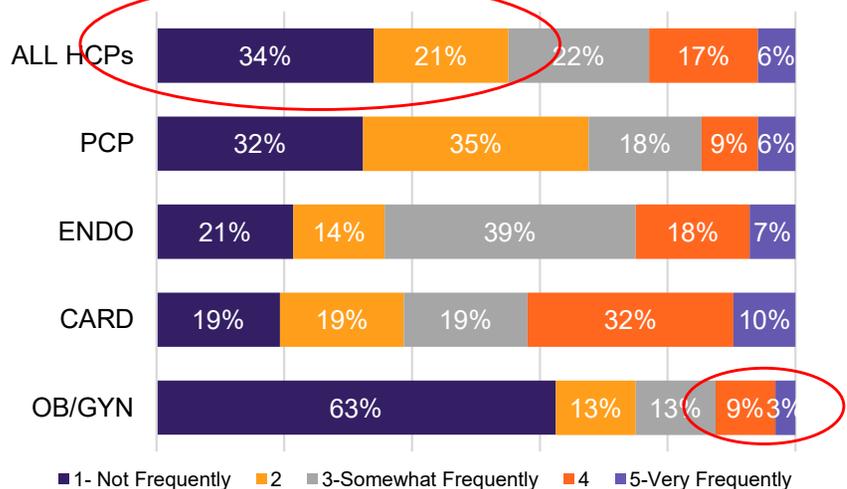
Total = 15*

Does not affect my patient population
Patients have little motivation to review materials

Make clinical trial conversations a priority

Over half of HCPs do not frequently discuss clinical trials with their underserved and/or underrepresented populations. Only 12% of OB/GYNs discuss trials with this population.

How frequently do you discuss clinical trial opportunities with underserved and/or underrepresented patient populations?



- Conversation Barriers**
- ✓ HCP not aware of available trials
 - ✓ Patient transportation issues
 - ✓ Geographic access to research facilities
 - ✓ Patient language barriers
 - ✓ Time constraints
 - ✓ Lack of patient trust in pharma

Support needed from biopharma

- ✓ Increase conversations with HCPs
- ✓ Increase patient reimbursement
- ✓ Patient transportation or make available in rural settings
- ✓ Advertising around trial safety
- ✓ Simplify materials

Opportunities for biopharma to improve care for underserved patients

Biopharma companies should work closely with HCPs to better support their underserved and underrepresented populations by improving access and communication.



- Making copay cards and coupons easier to access
- Providing transportation to appointments, pharmacies and clinical trial sites
- Not solely relying on technology by increasing ways for patients to engage with providers
- Addressing the literacy gap as well as expanding the languages available
- Increasing conversations about clinical trials