



PATIENT SUPPORT PROGRAM

Bridging Inflammatory Bowel Disease Care



Subhojit Sen
PATIENT

Supporting IBD Patients with Expertise and Care

Client

Indian Multinational Pharma Company

Partner

Intermind Digital – Experts in Patient Support and Access Programs

Background

Inflammatory Bowel Disease (IBD) is a debilitating condition affecting millions worldwide, with patients like **Subhojit** struggling to manage symptoms such as **severe abdominal pain**, diarrhoea, and weight loss. When conventional treatments fail, patients often face uncertainty in finding effective care. **Subhojit**'s battle with Crohn's disease was no exception. After his initial treatment showed little improvement, his gastroenterologist recommended advanced genetic and microbiological testing..

Streamlined Solutions for IBD Patient Care

The Challenge

The client sought a reliable partner to manage the **complex logistics and patient-centric support for IBD** patients, ensuring access to advanced diagnostic tests available at a single location in India. The solution required seamless coordination of **temperature-controlled logistics**, efficient test result delivery, and enhanced patient experience.

The Solution

Intermind, leveraging its extensive background in digital transformation and operational efficiency, implemented a robust **Patient Support Program (PSP)** to address both logistical and emotional needs of IBD patients.



Key Features of Intermind's PSP for Indian Multinational Pharma Company

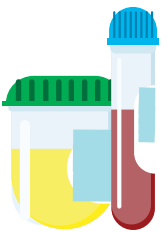
01



Efficient Temperature-Controlled Logistics

- Created an IoT data logger to record temperature of the package in real time, currently in use by major logistics providers in the world
- Co-ordinating for pan-India transportation of patient samples below -20°C to -80°C , ensuring safe and timely delivery to the lab.
- Partnered with specialized logistics providers for meticulous handling of sensitive biological materials.

02



Home-Based Sample Collection

- We arranged for phlebotomists to visit patients like **Subhojit** at home, minimizing travel-related discomfort.
- Delivered a seamless, hassle-free experience with quick response times and no billing concerns.

03



Streamlined Communication

- Test results were directly shared with both patients and their doctors, enabling prompt adjustments to treatment regimens.
- Ensured continuous engagement with patients, providing them with a transparent and supportive experience.

04



Comprehensive Support Beyond Logistics

- **Financial Assistance:** Helped patients access funding for expensive diagnosis, reducing out-of-pocket expenses.
- **Personalized Care:** Offered psychological support to help patients cope with the emotional challenges of living with a chronic condition

05

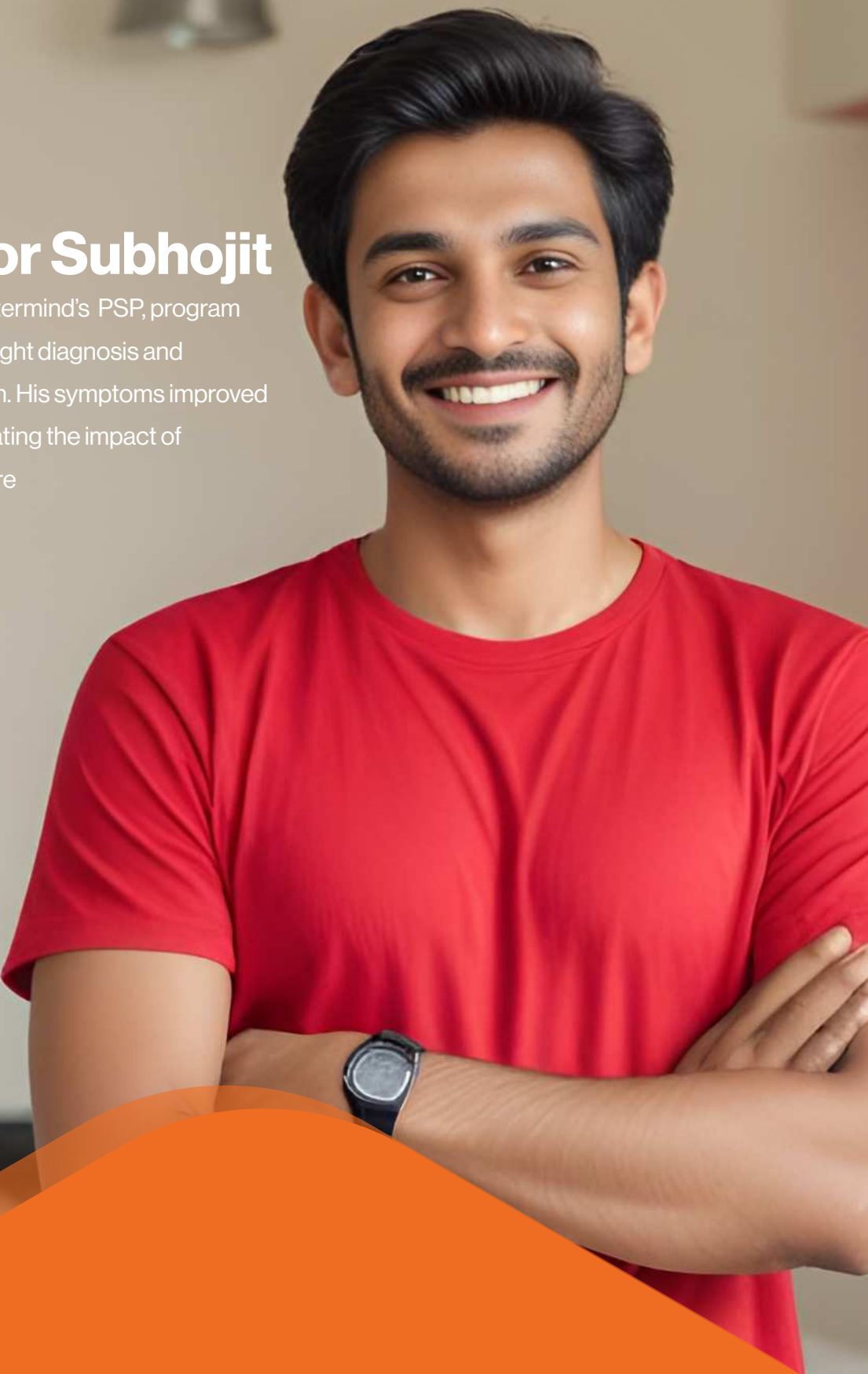


Optimal Drug Utilization

- Worked with healthcare professionals to ensure the prescribed drugs were utilized to their fullest potential, improving clinical outcomes.

Results for Subhojit

After participating in InterMind's PSP, program **Subhojit** received the right diagnosis and a revised treatment plan. His symptoms improved significantly, demonstrating the impact of personalized, timely care



Data-Driven Insights

InterMind's PSP went beyond just patient care – real-time data from patients across India was collected, anonymized, and analyzed. This data provided valuable insights, enabling doctors and pharmaceutical companies to make informed decisions for future patient care.

Why Choose Intermind for Your Patient Support/Access Programs?

Unmatched Operational Efficiency

Intermind excels in managing all-India temperature controlled logistics and offers seamless integration with pharmaceutical companies' workflows.

Strong Digital Backbone

With a deep understanding of digital transformation, Intermind ensures that its patient support solutions are scalable, data-driven, and compliant with industry standards.



Measurable Impact

Our programs not only enhance patient outcomes but also provide pharmaceutical companies with the data and insights to showcase the efficacy of their products.

Comprehensive Care

From financial assistance to home-based services, Intermind's programs provide 360-degree support to patients, ensuring their experience is as smooth as possible.

Intermind's successful collaboration with the Pharma Company highlights the strength of its **Patient Support Program (PSP)** in transforming healthcare access for chronic disease patients. If you're looking to improve patient access, streamline logistics, or increase operational efficiency in delivering life-saving therapies, **Intermind** can be your trusted partner.



Intermind



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