

Conference Highlight Reprint # 41-06

Advoy: A Web-based Therapy Management Program

By Christine Cardellino

Although disease management (DM) is a complex process for pharmaceutical manufacturers to embark upon, Internet-based DM programs can help drive market share, sales growth, and patient compliance. Cedric Tuck-Sherman, director of eBusiness for Baxter BioScience, discussed his company's experience with creating and managing a web-based therapy management program for chronic diseases during a recent Patient Persistence, Compliance and Education seminar hosted by EyeforPharma.

One of the first steps taken by Tuck-Sherman and his team was evaluating existing web-based tools to drive patient compliance and enhance the patient-physician relationship. After this initial evaluation failed to identify a program that met the organization's needs and goals, the Baxter BioScience team decided to move forward with a custom program, www.advoy.com.

Advoy is a confidential healthcare web site, launched in 13 countries and six languages. It helps patients and healthcare professionals track, share, and access important treatment information. The site is intended for use by patients with hemophilia and primary immune deficiency. Patients are invited to register with the site by their physician or treatment center.

Enhancing Patient and Physician Relations
Baxter BioScience has found that both patients and physicians benefit from this innovative eHealth initiative. Patients and caregivers use the site to enter treatment logs, which then can be viewed easily and securely by their healthcare provider, 24 hours a day, seven days a week.

This facilitates communication between patients and their physicians, in addition to making it easier for providers to monitor and manage their patients with hemophilia and primary immune deficiency.

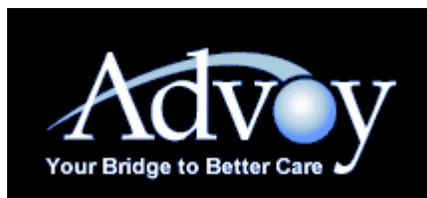
Healthcare providers can generate, download, and print aggregate clinical data from Advoy, as well as receive automatic alerts based on data entered into the treatment logs by their patients. Each alert represents an opportunity for the physician to intervene and ensure his or her patients are maintaining their therapy as prescribed.

Because Baxter relies heavily on third-party distributors for its injectable hemophilia treatments, enhancing these alliances and creating opportunities for home distribution was another key goal of the company's eBusiness team. The Advoy platform was instrumental in creating a new distribution channel, FactorDirect, a home-delivery service used in the United Kingdom.

Engaging the Sales Force

With so many doctors restricting their availability for sales representative details, accessing prescribers has become a serious challenge for those in the field. According to Tuck-Sherman, Advoy has provided Baxter sales representatives with a value-added service they can use to open doors with prescribers. The program's remote monitoring capabilities have also supported the launch of a new home treatment for primary immune disease, giving physicians a greater level of comfort in prescribing the medication.

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Supporting Clinical Research

The Advoy program has become an important resource for clinical research at Baxter BioScience. Registered patients can be invited to participate in clinical trials, and participants can keep electronic diaries throughout the study. Advoy's alert feature can be used to notify investigators when a patient exhibits signs of noncompliance with therapy or treatment protocols. And because Advoy produces validated data, the program accelerates the data collection and reporting processes of clinical trials.

For companies wishing to implement a web-based therapy-management program like Advoy, Tuck-Sherman suggest that the program be provider-centric and interactive, with a global reach and utility for different disease states. Baxter is licensing Advoy to other pharmaceutical companies in non-competing disease states. The platform can be licensed outright or on a full-service basis supported by a third-party company.

Pharma Marketing News

Experts Consulted and/or Cited In Articles

The following experts were mentioned or consulted in the preparation of articles for this issue.

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