

# Awareness

MS CHALLENGE

## Delayed diagnosis

Causes include:

- Primary care physicians often do not recognize the need to refer patient to an MS specialist.
- Specific markers for MS diagnosis are lacking.
- Proper diagnosis depends on medical history and neurological exam.
- The patient fails to share all their symptoms with their physician.

MS OPPORTUNITY

## Physician support

Pharma manufacturers have the opportunity to support physicians by:

**Using comprehensive real-world evidence and data to help physicians identify patients who could benefit from being referred to an MS specialist:**

- Real-world evidence and data from a wide range of providers can be used to build predictive models.
- Predictive analytics can point the physician toward the right actions with the right patient at the right time.

**Providing information when it's relevant to physicians:**

- Communication via EHR platforms to physicians about a condition, a drug or other data can aid diagnosis.
- Intervention can happen at any point in workflow, including while the doctor is seeing a patient who may have undiagnosed MS.

42%  
of MS patients were initially misdiagnosed.\*

\* 2017 survey of 5,300 MS patients in the United States.

# Adherence

MS OPPORTUNITY

## Digital patient engagement

A personalized combination of digital messaging and resources integrates into patients' daily lives:

**Pushed medication adherence tools:**

- Text message-based medication and refill reminders.
- Mobile copay cards.

**Retention—Creating positive touchpoints that:**

- Motivate and empower patients to manage their disease and health journey.
- Build a trusting relationship between patient and provider.

**Ongoing support and care coaching that allows patients to:**

- Request information on demand.
- Connect directly to a nurse.
- Access needed resources from one location.

**"A sizable number of patients with MS provide implausible rationalizations for not taking DMTs, which the authors of this study attribute to avoidance coping."**

— Schoor R, Bruce A, Bruce J, et al. "Reasons for nonadherence, response to treatment in an adherence intervention trial for relapsing-remitting multiple sclerosis patients." *Journal of Clinical Psychology* (March 2019)

\$90k

Median annual cost of branded DMTs in the U.S.

# Initiation

MS OPPORTUNITY

## Patient education

Timely education of providers and patients—using relevant, targeted content—can help overcome barriers to starting therapy:

**Engaging providers at the right time in their workflow can help them have conversations with patients while they're together, and reinforce the importance of early treatment:**

- Even mild cases of MS should be treated.
- While a DMT will not bring improvement, it will prevent or slow the disease progression.

**Addressing the cost challenges of DMTs that delay treatment:**

- Use the EHR to educate providers about financial assistance programs available.
- Transmit copay cards directly to the pharmacy to reduce patients' out-of-pocket costs.

## Delayed start of treatment

Patients may delay treatment because:

- They do not receive a timely diagnosis.
- They exhibit few symptoms and think their disease is mild.
- Disease-modifying therapies (DMTs) are expensive, and insurance may not cover them.
- They fear the potential side effects.

# Optimize Rx

➤ Be Present Throughout The Care Journey ◀

When it comes to multiple sclerosis (MS), there are multiple challenges that can deter patients from receiving the care they need to slow the progression of the chronic, incurable disease.

OptimizeRx supports positive patient outcomes by helping people start and stay on their doctor's recommended therapy. Our Therapy Initiation and Persistence Platform connects doctors and patients to critical resources, enabling life sciences companies to deliver educational and support programs at the point-of-care and during the most relevant, effective times within the patient journey. Learn more at [www.OptimizeRx.com](http://www.OptimizeRx.com).