

# How AbbVie Care is putting patients at the centre

## And why this is good news for everyone

**T**he World Health Organization tells us that up to 50% of people in the developed world who live with chronic conditions do not take their medication as prescribed. This can be for many reasons. In a recent UK survey on the true cost of medication, two thirds of people said that it's because 'they forgot'; a further 20 per cent say they no longer felt ill and therefore did not think they needed the medication. But whatever the real-world behavioural reason, it is adversely impacting patient outcomes and leading to huge medicines wastage, which is putting even more pressure on our already overburdened National Health Service (NHS).

In the 2000s, I was working as a doctor in Johannesburg General Hospital in the Infectious Disease Ward at a time when there was much denial, public confusion and stigma around HIV. This was compounded by the fact that new HIV drugs were not available to treat those in South Africa and those that were had permanent disfiguring side effects. It was during this challenging period that I realised the best way for me to make a real difference to patients on a significant scale was by working with the pharmaceutical industry to provide better options for patients. Doing so would enable me to contribute to developing solutions based on my insights dealing with patients on a daily basis and to have what we call at AbbVie, a "remarkable impact".

Chronic conditions are becoming more prevalent in today's society and intensifying

the need for patient-centric solutions that enable patients to get back to being people and living their life to the fullest. Now in my role as UK director of AbbVie Care, I am at the heart of the solution-making process at a time when it has never been more important to explore new ways of delivering services, as payers and HCPs are now challenged to improve care quality and patient experience in more constrained budgets.

### 'Industry must assume a responsibility to move beyond just the manufacture of medicines'

It is a stark fact that the NHS we all know and cherish is at capacity. In response to this constrained environment, industry must assume a responsibility to move beyond just the manufacture and supply of medicines. This is a responsibility that my AbbVie colleagues and I take very seriously. We have agreed that the best way to be a responsible health and care partner with the NHS is to recognise that a holistic approach with the patient at the centre is needed, above and beyond our medicines. This will

be key to achieving successful outcomes in people living with long-term, chronic illnesses. This shared vision was the impetus for the foundation of AbbVie Care.

AbbVie Care's aims are to evolve the traditional patient support programme into one that offers flexible out-of-hospital solutions tailored to the needs of both the individual patient and to the local health economy, enabling improved patient outcomes. Our programme is centred on improving patient experience through technology, patient-centric services, and supply-chain solutions. AbbVie Care aims to:

- Co-ordinate seamless homecare and nurse support at home; joining up hospital and community services with the requisite accountability and governance to ensure quality outcomes
- Provide digital educational information and tools tailored to the patient's needs
- Create a reliable supply chain ensuring that patients get the right medicine at the right time, supporting medicines optimisation.

We are committed to measuring the real-world impact of our programmes in terms of making a remarkable impact on patient outcomes, along with quantifying the positive improvement in NHS healthcare efficiencies.

It is contributing to a holistic solution and partnering with the NHS which I am truly passionate about, because it requires us to work collaboratively and really put the person at the centre



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of their care. It looks at the individual's needs, while at the same time relieving pressures on the health and care system and contributing to the longer-term sustainability of the NHS in a way that can be measured. The impact should resonate with industry, patients, HCPs and payers alike. The possibility of what can be achieved in terms of patient care is what gets me out of bed in the mornings.

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director of AbbVie Care

To find out more information or to be put in touch with your local AbbVie Care representative, please call +44 (0) 1628 561090 and ask to speak to a member of the AbbVie Care team.