How can you get closer to the patient?

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Strengthening
Customer Service and Distribution

The Brief!

What are the practical challenges, legal and regulatory constraints per country?

How can you practically execute delivery to truly add value to the patient?
The drivers for change

- Capturing patient outcomes
- Polarisation of Product portfolio
- Product development pipeline
- Tax treatment
- Supply chain control over products
- Moving away from “one size fits all” dispensing
- Removing intermediaries
- Treatment adherence & persistence
- Reducing hospital outpatient demands

HEALTHCARE DEDICATED SOLUTIONS
The Patient experience

**BENEFITS**

- More personalised care
- Increased convenience
- Increased adherence
- Increased Privacy
- Addresses mobility issues
- Not a hospital!

**EXPECTATIONS**

- Delivery expectations
- Data protection
- Pharmacovigilance & support
Pharmacy driven

- Competitive situation
- Uneconomic delivery model?
- Repeat prescriptions and patient registration
- Driven by convenience

HEALTHCARE DEDICATED SOLUTIONS
Manufacturer driven

Nutritionals, Over the counter products

Over the threshold services including stock rotation
Repeat deliveries to patients

KEY DRIVERS
- Patient service
- Market share
- Economics

HEALTHCARE DEDICATED SOLUTIONS
## Prescription Driven

<table>
<thead>
<tr>
<th>Differing motivations</th>
<th>Differing regulations</th>
<th>Differing solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct patient relationship &amp; treatment monitoring</td>
<td>Driven by national market approach</td>
<td>Outsourced contracts</td>
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<tr>
<td>Hospital out-patient management (UK Tax benefit)</td>
<td>Influence of national medical pressure groups</td>
<td>Prescription / patient registration</td>
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<tr>
<td>Bypassing wholesalers or Pharmacy</td>
<td>Regulated Public service requirements</td>
<td>Hospital direct</td>
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<tr>
<td>Geography &amp; access to medical care</td>
<td>Actual compliance with official regulations</td>
<td>Focused solutions for Clinical trials</td>
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## The unexpected consequences

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>Who owns the patient data?</td>
<td>Privacy in the systems and processes</td>
</tr>
<tr>
<td>What can you actually use the data for?</td>
<td>Ensuring “need to know” only</td>
</tr>
<tr>
<td>Who is the contracting party?</td>
<td>Tri-party arrangements</td>
</tr>
<tr>
<td>Who is liable?</td>
<td>Dispensing errors can be criminal</td>
</tr>
<tr>
<td>Who do you deliver to?</td>
<td>Delivery protocols - Authorised recipients</td>
</tr>
<tr>
<td>How do you protect the patient?</td>
<td>Maintaining product integrity</td>
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<td></td>
<td>Unmarked vehicles and uniforms</td>
</tr>
<tr>
<td>What happens when the patient is not in?</td>
<td>Scheduling and controlling return visits</td>
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The stages of evolution across Europe

- **No medical products allowed**
- **Delivery through Pharmacy via hospital direction to maintain Pharmacy involvement**
- **Hospital driven market via outsourced contracts to “Homecare providers” who can provide product and nurse support**

- **Private prescriptions with delivery charge paid by patient**
- **Tri-party hospital agreement to overcome restrictions; manufacturer, hospital and delivery service**
- **On-line Pharmacy with electronic prescription, backed up with Doctor consultations by video**
## Summary – covering the final mile to the patient!

<table>
<thead>
<tr>
<th>Home delivery is operating in many markets for non-prescription items</th>
<th>Prescription medicines are much more restricted and where allowed, it is driven by the dispensing process, separate to delivery, to ensure: The patient experience has high expectations and low tolerance for failure</th>
<th>Countries are evolving at different levels, but you need to know what is actually happening and not what the regulations claim!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient confidentiality</td>
<td>Over the threshold services</td>
<td>Hospitals are driving force in many countries</td>
</tr>
<tr>
<td>Patient data privacy</td>
<td>Nurse support</td>
<td>Partnerships are a way forward</td>
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<tr>
<td>Pharmacovigilance</td>
<td>Maintaining delivery protocols</td>
<td>Innovative thinking required</td>
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</tbody>
</table>
Come and talk to us!

At Movianto we are making deliveries to homes & patients in 8 countries

Thank you

Mark James
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