

Publicis Clinical Health Partners

Wellness Is Our Passion

Optimizing Patient Care Through Education

The **Publicis Clinical Health Partners** (PCHP) program is designed to facilitate a patient's adherence and retention with a prescribed drug therapy.

PCHP optimizes patient care while positively impacting the sponsors' return-on-education (ROE), and can be targeted to:

- Healthcare professionals, to impact treatment outcomes, and/or
- Patients, to impact compliance (adherence and retention)

Clinical Health Educators

The cornerstone of PCHP is a team of Clinical Health Educators, licensed nurses who work in-field and/or virtually to provide a range of services to patients and caregivers:

- Help them understand and implement treatment protocols
- Answer questions concerning prescribed medication(s)
- Provide supplementary information developed by the sponsor
- Attempt to overcome behavioral obstacles that potentially detract or interfere with a patient's adherence and retention
- Discuss non-pharmaceutical patient self-management options

The PCHP program may also include direct mail, eCommunications, and call center support that offers inbound and outbound counseling services for patients and caregivers.

Behavioral Wellness Optimization™

Publicis Clinical Health Partners uniquely leverages the science of behavioral change through our proprietary *Behavioral Wellness Optimization™* methodology, which incorporates key best practices based on the latest scientific research for putting wellness behavioral change into action.



Find out how Publicis Clinical Health Partners can positively impact your brand. Or contact us to receive a free white paper that answers many frequently asked questions (FAQs) about logistical, regulatory, and legal issues surrounding the implementation of a clinical health education program.

For more information, contact:

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Publicis Clinical Health Partners is part of Publicis Strategic Solutions Group (PSSG). PSSG offers a comprehensive array of multichannel message delivery interactions to reach all life sciences key customers. From field teams to virtual representatives and from speaker bureau management to sample compliance, PSSG provides the power and intellect to create and implement a flexible, highly customized message delivery mix designed to optimize any brand or franchise profile.