

Personalized Patient Services Center

Orchestrate a seamless experience for patients using high-touch therapies and devices.



New therapies and devices that are coming to market are increasingly complex. Meaningful engagement from patients, clinicians, and caregivers is needed to drive initiation, adherence, and positive outcomes. Furthermore, growing competitive intensity in many therapeutic areas means that organizations must offer valuable, fit-to-purpose support services to differentiate themselves.

Patient services hubs, which support education, access, and adherence play a valuable role. However, each vendor in this space has strengths and weaknesses. For example, one might have stellar co-pay solutions, but a poor case management infrastructure in its call center; for another, the opposite is true. Many existing hub solutions are difficult to tailor to specific patient segments, let alone down to the individual patient—a sophisticated adherence application, for example, may work well for younger, digitally-oriented users, but frustrate older patients. The lack of personalization is particularly acute in conditions with small patient populations (e.g., rare disease, gene therapy), where there is a need for customization, but the investment is difficult to justify. Ultimately, these obstacles lead to missed opportunities for education, initiation, adherence along the patient journey.

In an ideal world, biopharma and medical device companies would have the ability to readily mix-and-match different third-party services, along with select in-house capabilities. Unfortunately, hub vendors are generally unable to accommodate this type of best-of-breed approach, which falls outside their standard offerings. When they do, it exceeds the budget and timeframe allocated for development and still often results in a disjointed experience for the patient.

Unqork's **Personalized Patient Services Center** equips biopharma and device companies (as well as hub providers themselves) with a chassis on top of which therapy, segment, and even patient-specific service centers can be rapidly and cost-effectively stood up without code. Manufacturers can unify all support for a given therapy into a single portal—typically a combination of services across hub providers, internal capabilities, and Unqork-native applications.

The experience is simple and intuitive for patients using the web and/or mobile. Patients, often along with their HCP or caregiver, go through a digital intake process to surface needs and preferences around education and support. They are then given access to a portal with uniquely personalized services (e.g., some may not require copay assistance) and communications (e.g., some may prefer phone-based interactions).

Services, which can be integrated from different hub providers, enable fit-to-purpose:

- **Knowledge gathering**, such as disease and treatment background, patient networking, and information on relevant clinical trials
- **Logistics coordination**, such as insurance navigation, provider search, and provider scheduling
- **Access to care**, such as telehealth, connected devices, transportation support, adherence support, and digital therapeutics
- **Data sharing**, such as EHR and patient-reported outcomes

Key Benefits

- ✓ **Better Patient Outcomes:** Make it easy for patients to educate, initiate, and adhere over time.
- ✓ **Higher Patient Satisfaction:** Equip patients with a unified set of best-in-class support services, making for a smooth and tailored care journey.
- ✓ **Stronger Business Performance:** Maximize uptake throughout the product life cycle and use Unqork to rapidly adapt portal and offerings based on changing market dynamics.
- ✓ **More Robust Data Collection:** Incentivize patients to share clinical data and PROMs for strategic initiatives around registry creation, market access, etc.
- ✓ **Greater Speed & Scale:** Rapidly and cost-effectively stand up fully-functioning portal (including integrations) in as few as three months—often even faster for subsequent launches, given the ability to leverage “connected health” chassis.



Key Capabilities



Seamless Integrations

Unqork's platform supports robust integrations with hub provider offerings, point solutions, and manufacturer systems/capabilities.



Custom Logic

Easily personalize support services by patient segment, and use a dynamic intake process to ensure patients are "assigned" to the proper category



Flexible Web & Mobile Design

Deliver pixel-perfect, modern interface to all users regardless of channel or device



Authentication & Security

Enable enterprise-grade authentication functionality across users while remaining compliant with key regulatory requirements, such as HIPAA



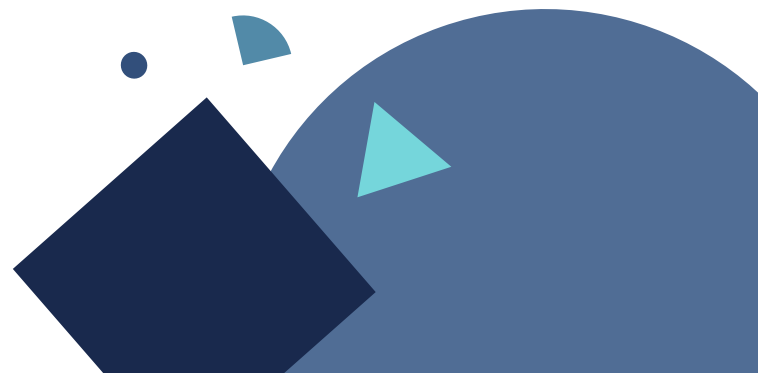
Surveys & Data Sharing

Rapidly create and deploy questionnaires to solicit critical information on patient outcomes and experiences; enable patient access to EHR data



End-to-End Analytics

Understand how both internal users and patients are interacting with and benefiting from the platform





Unqork and the No-Code Revolution

No-code is a new class of cloud-based development platform that empowers organizations to rapidly build robust enterprise-grade software without writing a single line of code. Advanced no-code platforms such as Unqork come “out-of-the-box” (or out-of-the-virtual-SaaS-box) with all the toolsets and elements necessary to build and manage a robust application (e.g., front-end UX, workflow, rules engine, analytics, integrations, and maintenance). Since they’re all components of the same unified platform, everything works together in instant harmony. With no-code, organizations can devote all their development resources to addressing business challenges instead of technical ones.

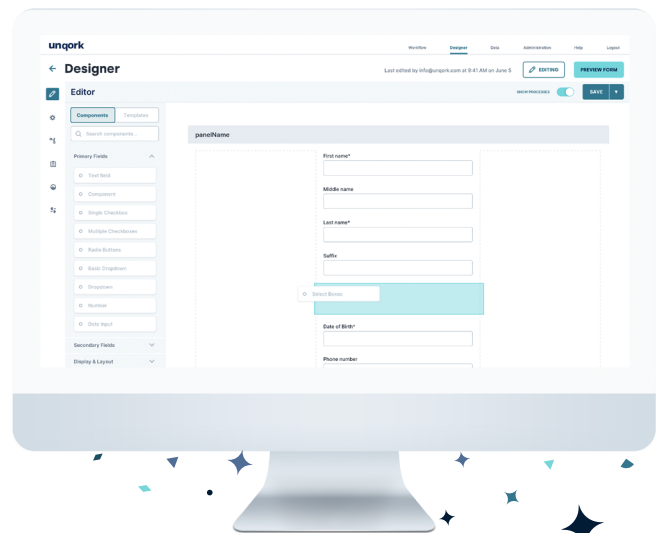
Also, by eliminating the need to write code from the building process, no-code expands the scope of who is doing the development. In a no-code platform, users (or **‘Creators’** as we refer to them at Unqork) build applications by drag-and-dropping configurable elements representing both user-facing features and back-end application logic. While modern programming languages (Java, Python, etc.) can take a year to learn and a decade to master, no-code can be picked up in **just a few weeks**, making development more collaborative and recruiting more flexible.

Unqork: the World's First Enterprise No-Code Application Platform

Unqork is specifically designed to address the challenges of the world’s most complex and regulated service environments, including **financial services, insurance, healthcare, and government**. We levy decades of industry-specific experience from our in-house experts to take on each sector’s most critical challenges.

Unqork has backing from some of the world’s most disciplined investors, including Goldman Sachs, Capital G, and BlackRock. Our technologies have been adopted by leading organizations, including Liberty Mutual, Marsh, Pacific Life, Goldman Sachs, and the city of New York, just to name a notable few.

Our clients can achieve unparalleled speed and flexibility in their development function while requiring a fraction of the resources. We can deliver these benefits through:



A Unified SaaS Platform

Unqork boasts dozens of components and capabilities related to **compliance** (up-to-date rules engines for FATCA, UK CDOT, Dodd-Frank, and more), **security** (native encryption, RBAC, and crowd-sourced penetration tests), and **application management** (SDLC governance, historic versioning, and module management).



A Visual UI

Applications are built via an intuitive, visual User Interface (UI) featuring drag-and-drop components representing user-facing elements, backend processes, data transformations, third-party integrations, and a growing library of industry-specific templates.



Enterprise-Grade Standards

Unqork comes with enterprise-ready compliance (e.g., SOC2, GDPR, Privacy Shield compliant, etc.). We have complete security capabilities, including proprietary RBAC solutions, and we provide BCP and DR support for applications built on our platform.

Curious about no-code for your organization?

Get in touch to **schedule a demonstration** from one of our no-code experts.

Contact Us