

Optimizing the Patient Journey through Digital Healthcare Solutions

Insights Report

1 THE DIGITAL LANDSCAPE IN THAILAND

- Thailand has spearheaded the digital landscape and the use of digital solutions, particularly with its 'four-point' national strategy citing issues such as disease control, remedies for businesses and individuals, short and long term stimulus plans and a post-COVID rehabilitation. [1]
- Patients have benefitted immensely and can input their data which is available remotely. Thus, eliminating the issue of patients physically moving between hospitals.



2 KEEPING THE PATIENT AT THE HELM OF THEIR JOURNEY THROUGH THE PATIENT SUPPORT PROGRAMS (PSP)



- Axios offers patient-centric solutions and transform access, ensuring a 'no-one-size-fits-all approach.'
- However, it is important to remember that as in any digital solution, a tailored approach will yield better results.

3 THE ROLE OF DIGITAL TECHNOLOGY IN UNLOCKING HEALTHCARE ACCESS:

- The pandemic saw disruptions, affecting stakeholders such as patients and physicians. Further, supply chain disruptions slowed down the process immensely.
- Digital solutions allow for stakeholders to be connected and improve the patient-physician relationship. Patients are empowered and can adhere to, and stay on treatment.

4 THE ROLE OF DIGITAL TECHNOLOGY IN UNLOCKING HEALTHCARE ACCESS IN RELATION TO THE PATIENT JOURNEY:

- Digital technology bridges the gap between the patient and healthcare practitioners. This was made evident during the pandemic.
- Digital solutions reduce the burden on the practitioner as they can focus on the patient, ensuring they are at the center of everything.
- Technology will aid in offering a **personalized** approach to patients that aids in defining and understanding the patient journey outside the hospital.

[1] The Star. 2022. Business leaders offer 4-point strategy to revive Thai economy. [online] Available at: <<https://www.thestar.com.my/aseanplus/aseanplus-news/2021/07/22/business-leaders-offer-4-point-strategy-to-revive-thai-economy>> [Accessed 19 May 2022].

5 AXIOS+ AND ITS ROLE IN THE HEALTHCARE LANDSCAPE IN THAILAND:

- Axios+ uses digital solutions to facilitate access and increase adherence.
- Axios+ is a living ecosystem with three mobile applications – *MyHealth* for patients; *MyPatients* for physicians; and *MyPharmacy* for pharmacists and is also a web platform.
- Axios also offers *MyPrograms* for program sponsors; *MyDistributor* which facilitates distribution of medicine to hospitals or pharmacies, *MyCharity* for NGO partners and *MyLabs* for laboratories.



6 KEEPING PATIENT DATA SAFE AND ENSURING PATIENT PRIVACY IS KEY:

- Data safety and security is important, and Axios strives to ensure the interest of the patient and the program. We must ensure our solutions are safe and secure.
- Axios+ was developed with ISO-certified procedures and is internationally recognized. In addition, Axios follows GDPR which is the highest standard of privacy, ensuring GxP compliance.
- Axios shares aggregated, anonymized data for program stakeholders to make better decisions and to gain a better understanding of what is going on with the program to improve solutions.



Axios aims to achieve better health outcomes for patients no matter where they are, by first identifying the gaps and then providing customized access solutions.

- Raphael Itah
Head of Digital Health, Axios International