

Optimizing care for at-risk COPD patients

Facilitating timely identification of COPD patients at risk of exacerbations

Scope

Geography: Germany

Supported drugs: Triple Therapy

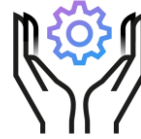
HCP reach: 37,000 GPs, 7,000 Internists, 550 Pulmonologists

TA: Chronic Obstructive Pulmonary Disease (COPD)



Objectives

- Support a global pharmaceutical company in:
 1. Leveraging COPD patients at the point of care with an historical record of exacerbation and dual therapy treatment.
 2. Triggering digital alerts within the patient chart and prescription screens of the Electronic Health Record encouraging referral to specialist (for GPs) or triple therapy treatment escalation (for Pulmonologists)



Clarivate contribution

- Designed an evidence-based clinical message and disease awareness leaflet aligned with National guidance and providing timely information to escalate treatment and/or accelerate referrals
- Deployed the messaging campaign through a targeted network of GPs and Specialists to support decision making for at risk COPD patients on dual therapy who might benefit from escalation to triple therapy treatments
- Measured Program Impact via qualitative surveys conducted over a representative panel of physicians.



Client benefit / outcome

- This campaign was successful in optimizing care for COPD patients and observed an increase in patients being switched to triple therapy treatment.

