

insights 10

A sample report on

# Australia Patient Support Program Market Analysis

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Includes Market Size, Market Segmented by Types and Key Competitors (Data forecasts from 2021 – 2030F)

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# insights 10

This report presents a strategic analysis of the **Australia Patient Support Program market** and a forecast for its development in the medium and long term. It provides a comprehensive overview of the market value, dynamics, segmentation, characteristics, main players, trends and insights, growth and demand drivers, challenges & future outlook, etc. This is one of the most comprehensive reports about the Australia Patient Support Program market, and offers unmatched value, accuracy, and expert insights

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- Market Overview
- Growth Drivers & Restraints
- Market Segmentation
- Major Market Share
- Competitive Landscape
- Key Company Profiles
- Healthcare Policies & Regulatory Framework
- Factors Driving Future Growth
- Future Opportunities
- Conclusion

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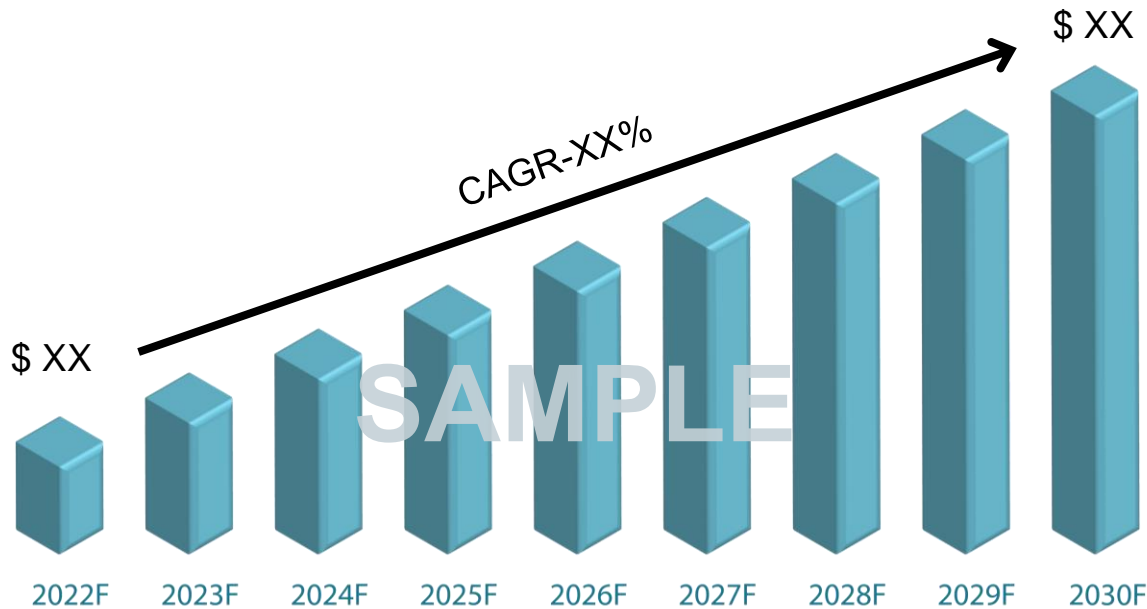
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## Australia Patient Support Program Market Analysis

# 1. Overview

# 1.1 Market size & forecast

Australia Patient Program Market Forecast (2022-2030F)

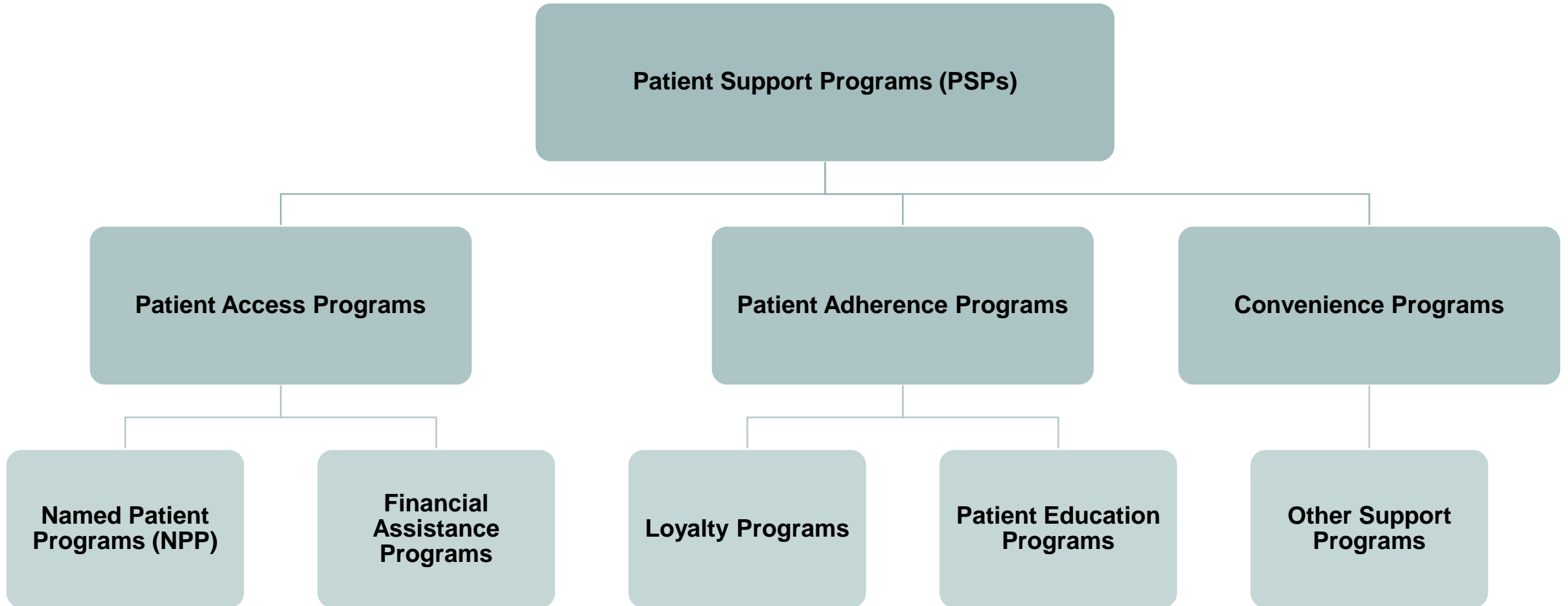


## Key Analysis

- Australia Patient Support Program (PSP) stood at around USD XX Bn in 2021 and is projected to reach USD XX Bn by 2030, exhibiting a CAGR of XX % during the forecast period
- Pharmaceutical companies play a key role in supporting the quality use of medicines through patient focused programs. These programs are designed to aid compliance and lifestyle choices
- PSPs provide significant value to patients through the accessibility of information and support and the participation is only available to patients who have been already prescribed a medicine and supported by their healthcare professional

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## 1.2 Patient support programs: What do they offer?





Australia Patient Support Program Market Analysis

## 2. Growth Drivers & Restraints

# Market growth drivers and restraints

## Drivers



Rising number of collaborations and partnerships between stakeholders

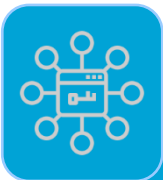


Increasing adoption of digital therapeutics and remote monitoring solutions



Implementation of government regulations and initiatives to promote patient-centric care

## Restraints



Patient needs are unique and vary by region



Formulary restrictions and cost-sharing

## 2.1 Market growth drivers



### 2.1.1 Rising number of collaborations and partnerships between stakeholders

- As many patient organizations work with pharma industry on various different levels – from knowledge sharing to financial support – it is key to shape those relationships in a transparent way

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## Market growth drivers (continued)



### 2.1.2 Increasing adoption of digital therapeutics and patient engagement solutions

- Increasing trend of delivering patient engagement experiences across digital marketing channels to interact with patients, helping them stay engaged with their health
- Increasing use of digital technology in the patient support program helps patient and the care giver to track the health condition including the proper guidance to patient whenever and wherever required

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## Market growth drivers (continued)



### 2.1.3 Implementation of government regulations and initiatives to promote patient-centric care

- Favorable government initiatives are likely to impact market growth in the coming years. The Australian government has clearly defined the patient support programs having an objective of the healthcare and well-being of the patients including the emotional as well as the financial support

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## 2.2 Market restraints



### 2.2.1 Patient needs are unique and vary by regions

- There is opportunity to leverage learnings, but there's no plug-and-play method when it comes to PSPs
- What is successful for one product in one region, will struggle to be directly lifted into a new region namely because across countries and regions the patient journey will differ

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### 2.2.2 Formulary restrictions and cost-sharing

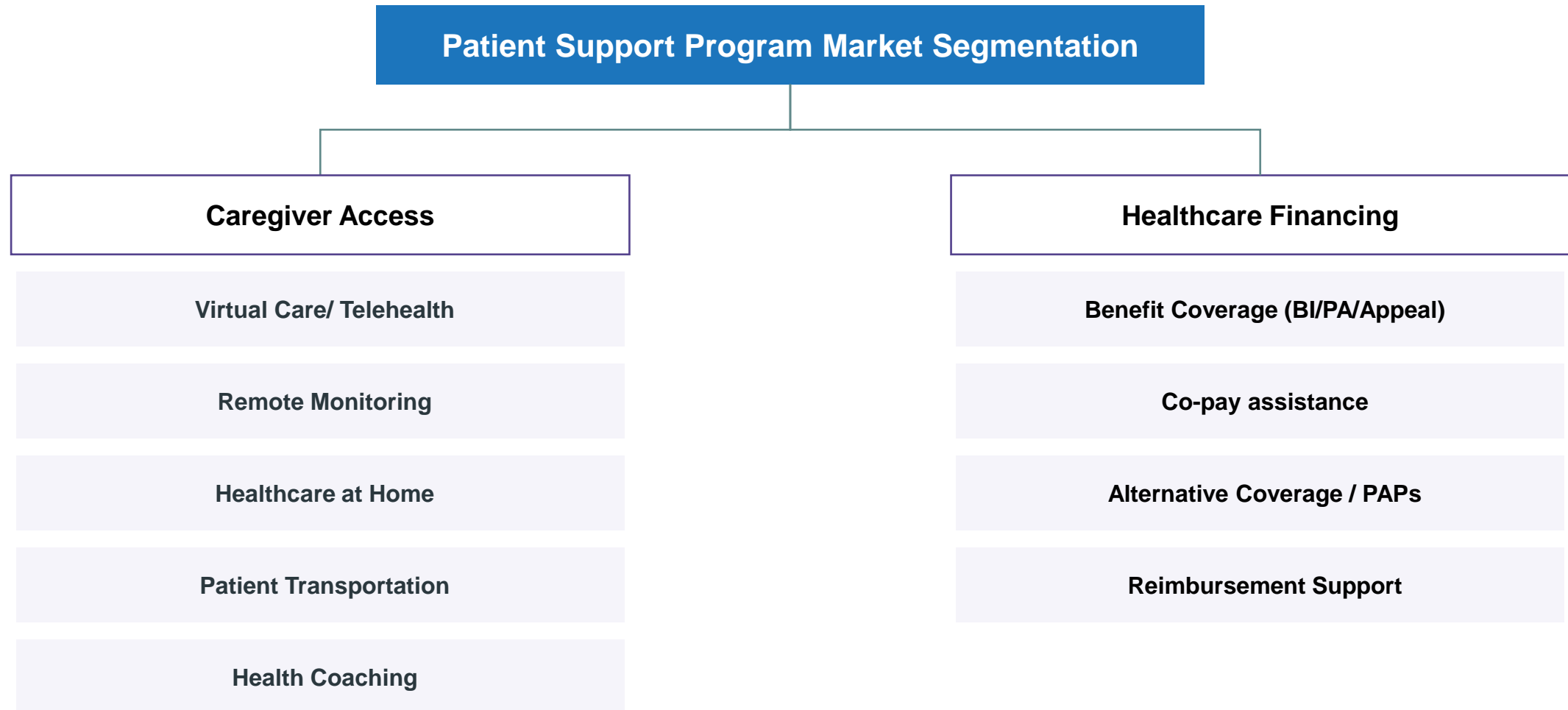
- More than half faced a formulary restriction, and some abandoned due to cost
- For launch and mature brands alike, that access increasingly comes with higher patient cost-sharing and utilization restrictions such as prior authorization and step therapy

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Australia Patient Support Program Market Analysis

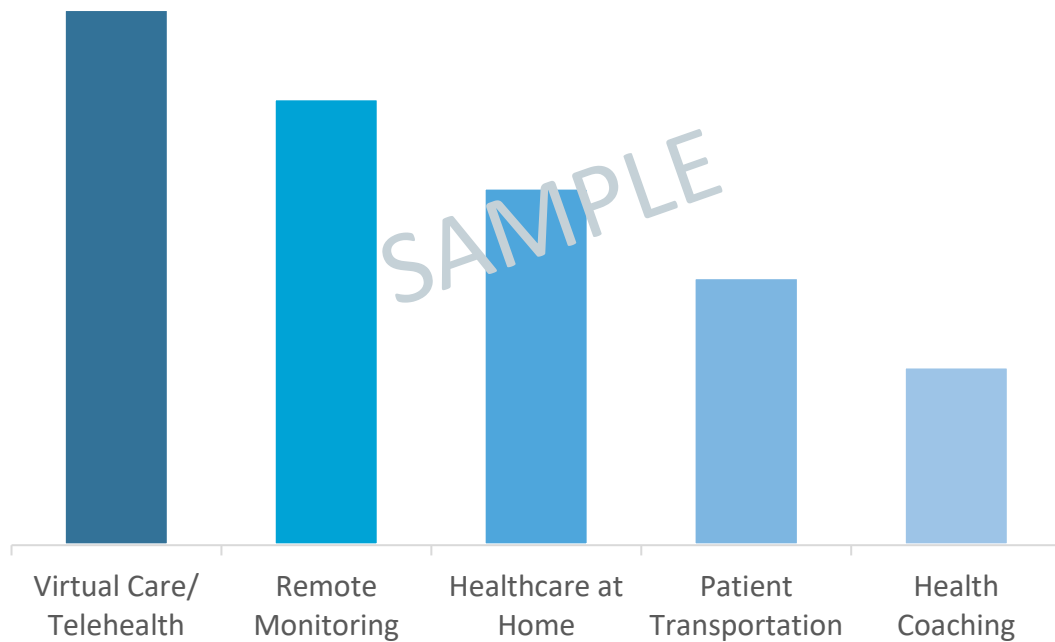
**3. Market Segmentation**

# Australia patient support program market segmentation



### 3.1 Market segmentation: By caregiver access

Patient Support Program Market Share by Caregiver Access (2021)



#### Key Insights

- Remote patient monitoring enables monitoring of patients outside conventional clinical settings thereby increasing access to care and reducing healthcare delivery costs
- Home healthcare is a supportive care provided by medical professionals at patient’s home for the purpose of promoting, maintaining or restoring health or maximizing the level of independence while minimizing the effects of disability and illness

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