



From Roadblocks to Runways:

Aligning Services for a Smooth Patient Journey

Overview

In today's healthcare landscape, having a prescription in hand is just the beginning of the medication access process. For many patients and their healthcare providers, the journey from diagnosis to treatment can feel more like **navigating a series of roadblocks than a straightforward path**. The twists and turns, including insurance approvals, paperwork, pharmacy coordination, and financial hurdles, can leave everyone feeling stalled and frustrated. But what if we could transform these roadblocks into smoother runways for takeoff?

Enter **patient journey mapping**, an efficient approach to streamlining the patient and healthcare provider experience by aligning services for all stakeholders.





What Is Patient Journey Mapping?

Imagine if every step of a patient's pathway to medication access—before, during, and after receiving treatment—was laid out like a well-marked flight plan. **Patient journey mapping** does just that: it offers a strategic blueprint of the entire process, from initial diagnosis to ongoing clinical management. The blueprint doesn't just highlight treatment milestones; it uncovers pain points, administrative bottlenecks, and moments of confusion or stress for patients and providers.

By mapping the journey through every step and scenario, we can identify where roadblocks may occur and transform them into **runways for smoother, faster medication access**.

When and Why Alignment Matters:

Turning Turbulence into a Smooth Flight



When support teams such as patient services providers, specialty pharmacies, and field teams operate in silos, patients and providers encounter unnecessary turbulence. For example:

- › Patients get bounced between phone numbers or websites, unsure where to access their medication
- › Providers are stuck in never-ending loops of prior authorizations, prescription status verifications, and paperwork pursuits
- › Pharmacies and payers struggle with incomplete information, leading to unnecessary fulfillment delays

When patient services are strategically aligned, the entire team moves forward in unison, much like a well-coordinated flight crew preparing for takeoff. Journey mapping serves as the flight plan for every patient services program, ensuring that, regardless of the patient population, all stakeholders have a clear understanding of the path ahead. As a best practice, initiating journey mapping 12 months prior to product launch enables organizations to anticipate potential turbulence and chart the smoothest possible course.

However, journey mapping remains a valuable tool even after launch, offering opportunities to optimize processes and enhance the patient experience. It is never too late to identify obstacles, resolve challenges, and strengthen communication channels. With a comprehensive journey map in place, the patient experience transforms from a series of reactive maneuvers to a coordinated, proactive ascent down a clear runway—paving the way for improved health outcomes.



Six Ways to Align Services and Turn Roadblocks into Runways

1. Pinpoint Patient Support Needs Early

Get ahead of access hurdles by identifying patient needs and challenges from day one. Proactively anticipating and addressing barriers allows your team to deliver targeted support and clear the runway for a seamless start to therapy.

2. Digitize, Integrate, and Automate

Electronic prior authorization and e-prescribing tools can connect providers, payers, and pharmacies in real time. Patient portals and mobile apps keep patients informed, making it easy to track their journey, just like checking a flight status.

3. Communication That Clicks

Proactive status updates for both patients and providers (i.e., text alerts, emails, or dashboard notifications) eliminate the “Where’s my prescription?” guessing game. Clear and concise updates help keep everyone aligned and on course.



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4. Personalized Case Management

Assigning a dedicated case manager or patient navigator ensures that someone is always available to navigate the map and prioritize the patient's case through insurance, pharmacy, and clinical education steps. This keeps the case moving forward and reduces bumps in flight.

5. Cross-Training and Collaboration

Train everyone involved—the patient support program team, specialty pharmacy teams, and field reimbursement managers—on the whole journey. When everyone understands the full picture, they can anticipate issues and collaborate effectively to help keep the runway clear.

6. Simplify Financial Assistance

Screen for copay support and foundation assistance early and support the patient through each step of the application process to make it as easy as possible. A little help up front means fewer financial roadblocks down the line.



Patient Journey Mapping Delivers Maximum Benefits

When patient journey mapping and service alignment are done with the patient and provider experience in mind, roadblocks are eliminated, and **runways are cleared for takeoff.**

- › Patients feel empowered, informed, and supported—ready for takeoff instead of waiting on the tarmac
- › Providers reclaim valuable time for direct patient care, not paperwork
- › Pharmacies and payers see fewer errors and smoother workflows
- › Support programs significantly improve overall satisfaction and patient outcomes

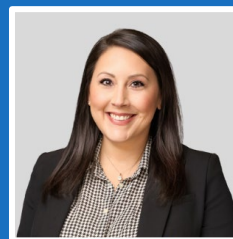
CONCLUSION

Establish a Clear Runway for Optimal Patient Care

By embracing **patient journey mapping** and aligning services across all stakeholders, patients can look forward to a more coordinated and efficient experience. The destination? Better health outcomes, fewer hassles, and a journey everyone can navigate confidently.

Ready to clear the runway for your patients?

Simply reach out to Archbow Consulting's team of highly dedicated patient services experts to start mapping your patient journey today—and watch as roadblocks give way to a smoother and expedited takeoff toward better health outcomes.



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With nearly two decades of progressive experience in pharmacy operations, business analytics, and pharma account management, Kristy brings an unparalleled understanding of the intricacies involved in successful Specialty Pharmacy program launches and optimization. Her deep-rooted passion for cultivating strong customer relationships and delivering innovative solutions has been instrumental in driving impactful results.

[Visit Kristy's LinkedIn page](#)

About Us

Archbow Consulting helps pharma and biotech companies achieve their commercial goals through strategic and tactical distribution, pharmacy, and patient access approaches. Our integrated method to commercial planning streamlines end-to-end optimization, providing clients with a competitive edge.

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