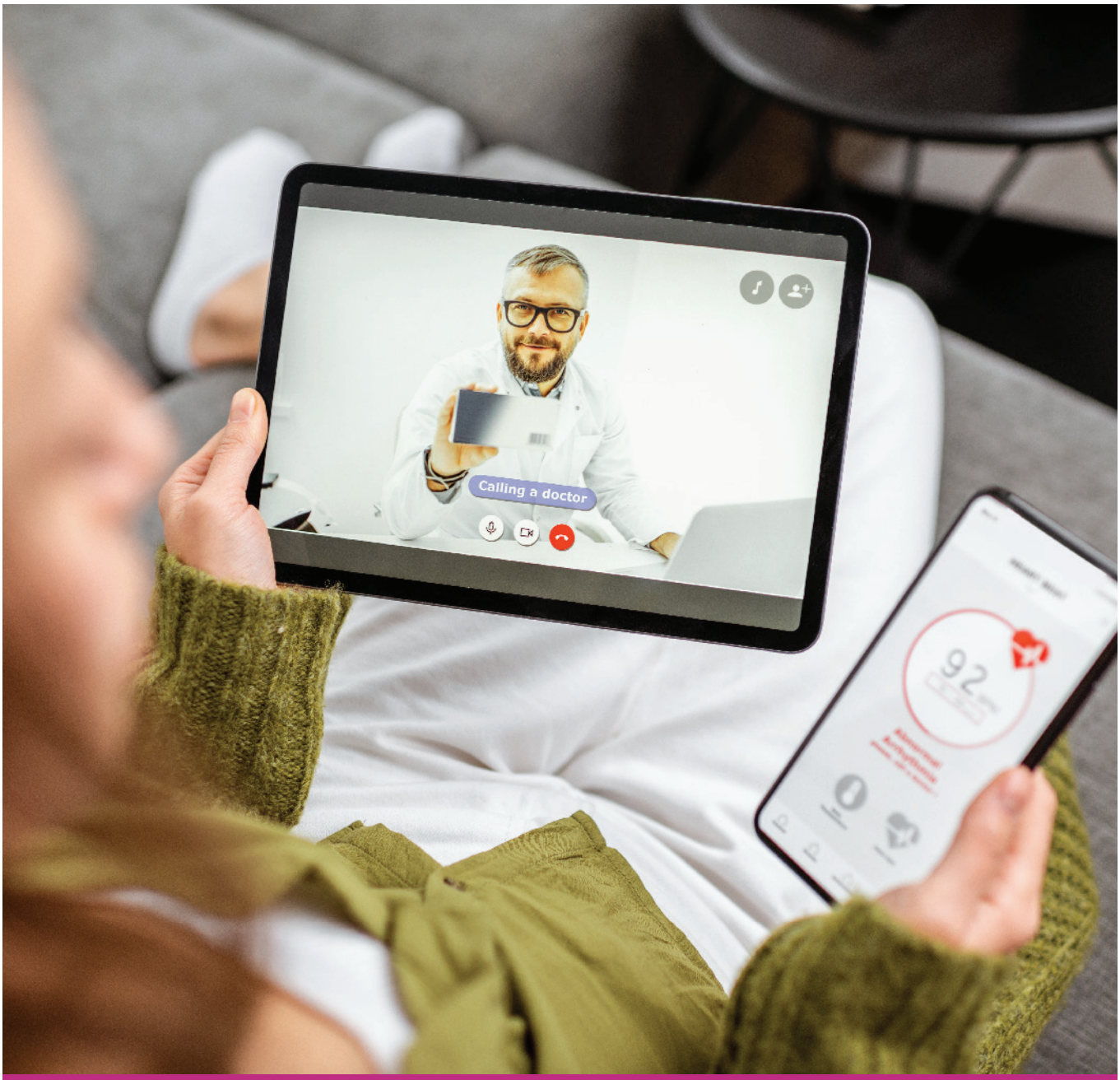
tcs ADD
Digital Advantage for Life Sciences

ADD Patient and Site Engagement



TATA CONSULTANCY SERVICES

Over the years, Life Sciences Industry have been trying to figure out ways to achieve increased trial efficiencies. A highly engaged, energized, and efficient patient and site stakeholder community was thought to help realize it. However, given the lack of robust and integrated tools and technologies on both levels, the overall life sciences ecosystem remains fractious, inefficient, siloed, and complex.

The ADD Patient and Site Engagement is a highly configurable solution comprising a rich library of digital engagement tools and multimedia content tailored to study-specific needs in local language and accessible on any device. The solution enables real-time monitoring, preventive insights and alerts, voice-based data collection, and community forums to proactively enhance patient and site engagement through the study period.

Overview

The life sciences industry is plagued by inefficient patient and site support practices. Patients have to deal with complex medical literature, limited at-home study engagements, non-integrated transportation service to sites, limited facilities for differently abled patients, etc. Sites too, are burdened with complex dashboards, limited alerts and insights into patient condition, siloed studies, etc. In addition, due to multiple non-connected apps in use, sites must deal with increased data integrity risks and workload due to provisioning and management of multiple devices.

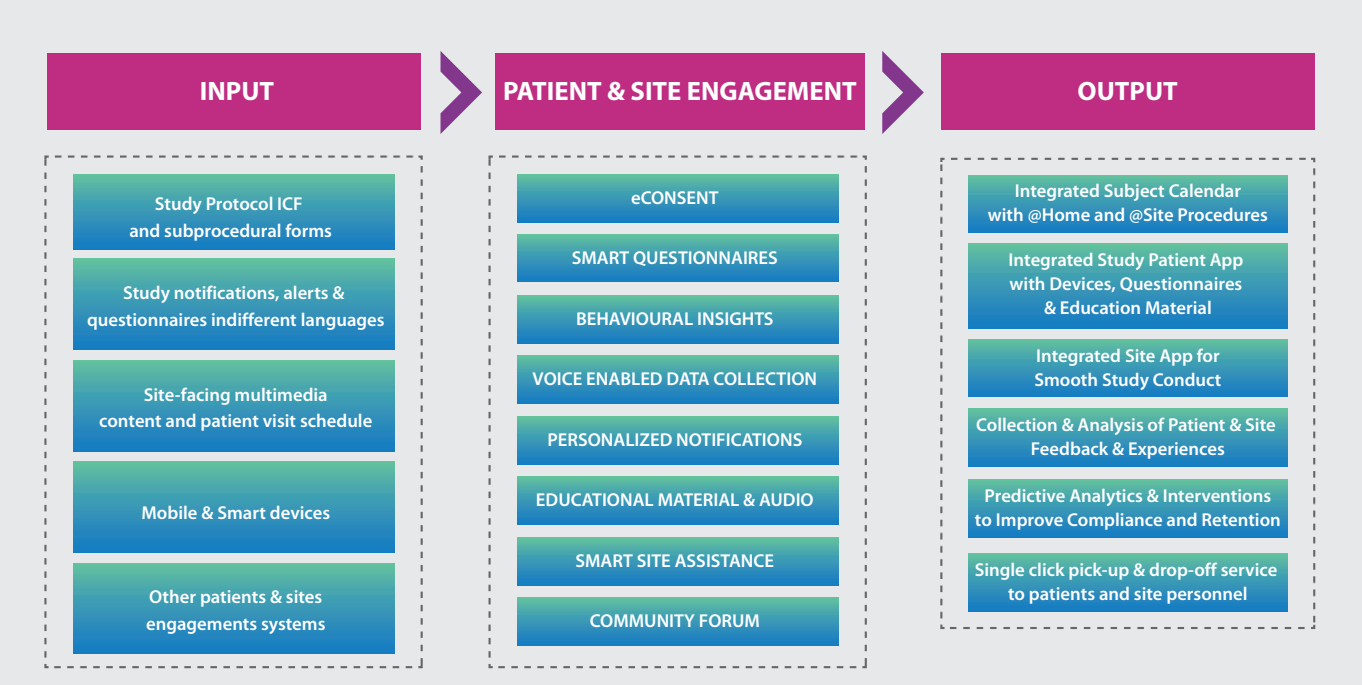
The ADD Patient and Site Engagement is a multi-feature solution that can be accessed by patients with any device. The solution enables multiple capabilities such as eConsent, personalized notifications, voice-enabled data collection, etc. Due to tight integration with existing systems such as EDC, RTSM/IWR, the solution manages to provide transportation services for patient pick-up and drop to site locations.

For the sites, the solution offers a device agnostic mobile site app with inbuilt scanning capabilities, easy-to-use dashboards, and real-time insights into patient data. Through the single sign-on feature, the app provides access to multiple studies. The solution acts as a gateway connecting patients to a single app for study access and offers capabilities to ingest data from multiple devices.

Solution

The customizable and scalable ADD Patient and Site Engagement portal comes with a range of capabilities such as:

- **eConsent:** Offers flexible workflow, remote consenting, and EDC & IWR Integration capabilities and plays multimedia and multi-lingual content.
- **Smart Questionnaires:** Incorporates conditional questionnaire, pre-validated electronic Clinical Outcome Assessment (eCOA) library; AI-based BYOD validation, free text field for recording adverse events.
- **Behavioral Insights:** Analyzes data from the patient app, wearables, and voice to predict and intervene at the time of dropouts or non-compliance.
- **Voice-Enabled Data Collection:** Uses a patient's voice to auto-populate questionnaires and discover patient's health information.
- **Personalized Notifications:** Triggered by the patient need and behaviors, it provides a flexible setup with online and offline capabilities.
- **Educational Literature:** Provisions a multimedia library with easy-to-search content and enabling voice read-outs.
- **Smart Site Assistance:** Provides kit scanning feature, alerts and actionable insights, single sign-on across studies.
- **Community Forum:** Collects and maintains feedback on trial designs and experience and helps create a strong patient community.



ADD Patient & Site Engagement: Schematic Overview

Benefits

With ADD Patient and Site Engagement, the life sciences industry can reap the following benefits:

- **Increased Efficiencies & Reduced Workload**
  - Up to 50% reduction in dropouts linked to drug or protocol non-compliance
  - Up to 30% reduction in eCOA cost due to device non-provisioning
  - Increase site response to feasibility questionnaires and higher subject study participation and compliance due to integrated services
- **Improved Data Quality and Oversight**
  - Reduce consent-related audit findings such as missing names, etc.
- **Meaningful Insights**
  - Offers behavioral insights to predict dropouts and non-compliance
  - Provide reminders to keep patients engaged throughout the study duration
- **Increased Patient & Site Engagement**
  - Higher patient engagement due to personalized, easy to understand study information
  - Enhance site engagement with a single, unified solution

The TCS Advantage

By partnering with TCS, life sciences industry can leverage:

- **Cross Industry Collaborations:** TCS ADD has worked with leading global players across the life sciences domain. Our flagship 'TCS ADD-Vantage Cross Pharma for Clinical' events helps pharma companies collaborate on industry-mapped sessions coupled with insightful demonstrations that answer some of the most critical industry challenges.
- **Modular, Scalable Solution:** Our ADD Patient and Site Engagement solution has been designed to be an open, cross-industry solution for the participation of all stakeholders. Following a SaaS model to support multi-tenancy, the solution is highly modular, scalable up to any level, and capable of being implemented separately and in combination, to support various business requirements.
- **Contextual Knowledge Across Domains:** Our certified subject matter experts are capable of combining the capabilities as a clinical research services provider, clinical trial software, platform solution provider, and global systems integrator to deliver strategic solutions to fulfill the varied requirements of different customers.
- **Leadership in Life Sciences:** TCS is recognized by customers and renowned analysts such as Everest Group PEAK™ Matrix, IDC MarketScape, HFS Research, and 451 Research as a critical supplier of commercial off-the-shelf digital solutions and CTMS in the life sciences industry.

Awards & Recognition

About TCS ADD Platform

TCS ADD is a modern & open drug development platform for life sciences that leverages digital ecosystems, simplifies data complexity, and enables faster access to new and effective drugs for patients in need. The platform is powered by a cognitive artificial intelligence engine called TCS Decision FabricTM, data driven smart analytics and Internet of Things (IoT) that makes clinical trials more agile and safe. TCS ADD leverages the best of cloud architecture and personalized user experience design in compliance with quality guidelines and privacy regulations.

To know more

Visit the **https://www.tcs.com/advanced-drug-development** page on **tcs.com**
Email: **ADD.Platforms@tcs.com**

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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