

Advancing Healthcare Through Patient Journey Intelligence



Part 1: The Opportunity

Advancing Healthcare Through Patient Journey Intelligence

Healthcare performance can be meaningfully advanced by moving beyond fragmented data points and isolated interventions toward a dynamic picture of patients as they progress through their care and disease process. The opportunity lies in defining and tracking the patient journey, not as a static record, but as a living framework that reveals each patient's state and trajectory.

While understanding the patient journey is integral to clinical practice, other healthcare stakeholders encounter patients only through discrete transactions—claims processed, prescriptions filled, coverage decisions made. Between these touchpoints, the patient journey becomes invisible, creating critical gaps in understanding that prevent informed decision-making and timely intervention.

Patient Journey Intelligence delivers the dynamic view needed to bridge these gaps. It illuminates patterns hidden between transactions, highlights emerging needs before they become costly interventions, and indicates whether outcomes align with expectations across the care continuum. It transforms fragmented healthcare data into continuous, actionable insights that enable stakeholders to predict risks, optimize interventions, and validate value.

Defining Patient Journey Intelligence

Patient Journey Intelligence transforms healthcare's static view of patient data into a continuous, interpretive framework that tracks how patients move through their care experience. Built on KlearTrust's Continuous Active Intelligence™ (CAI), this approach captures the dynamic nature of patient experiences rather than simply cataloging discrete events.

Patient Journey Intelligence integrates claims, clinical records, pharmacy data, and patient-reported outcomes to build a unified, real-time narrative of patient state and direction. Unlike traditional systems that report on what has already happened, Patient Journey Intelligence continuously monitors for meaningful changes: therapy initiations, adherence patterns, disease progressions, and emerging complications. Each observation is interpreted immediately within the context of expected journey pathways, enabling stakeholders to understand not just what is occurring, but what it means for the patient's trajectory.

This continuous interpretation creates visibility into the spaces between transactions, where much of the patient experience actually unfolds. The result is actionable intelligence that informs clinical decisions, quality management initiatives, cost control strategies, and program optimization efforts in real time.

...the patient journey as a **living framework** that reveals each patient's state and trajectory

Part 2: The Framework

The Framework of Patient Journey Pathways

Healthcare rarely follows predictable, linear sequences. Patients navigate complex networks of possible routes spanning clinical care, service interactions, adherence behaviors, and self-management activities. Understanding these pathways requires more than tracking individual steps—it demands a comprehensive map of how the entire patient experience unfolds in practice.

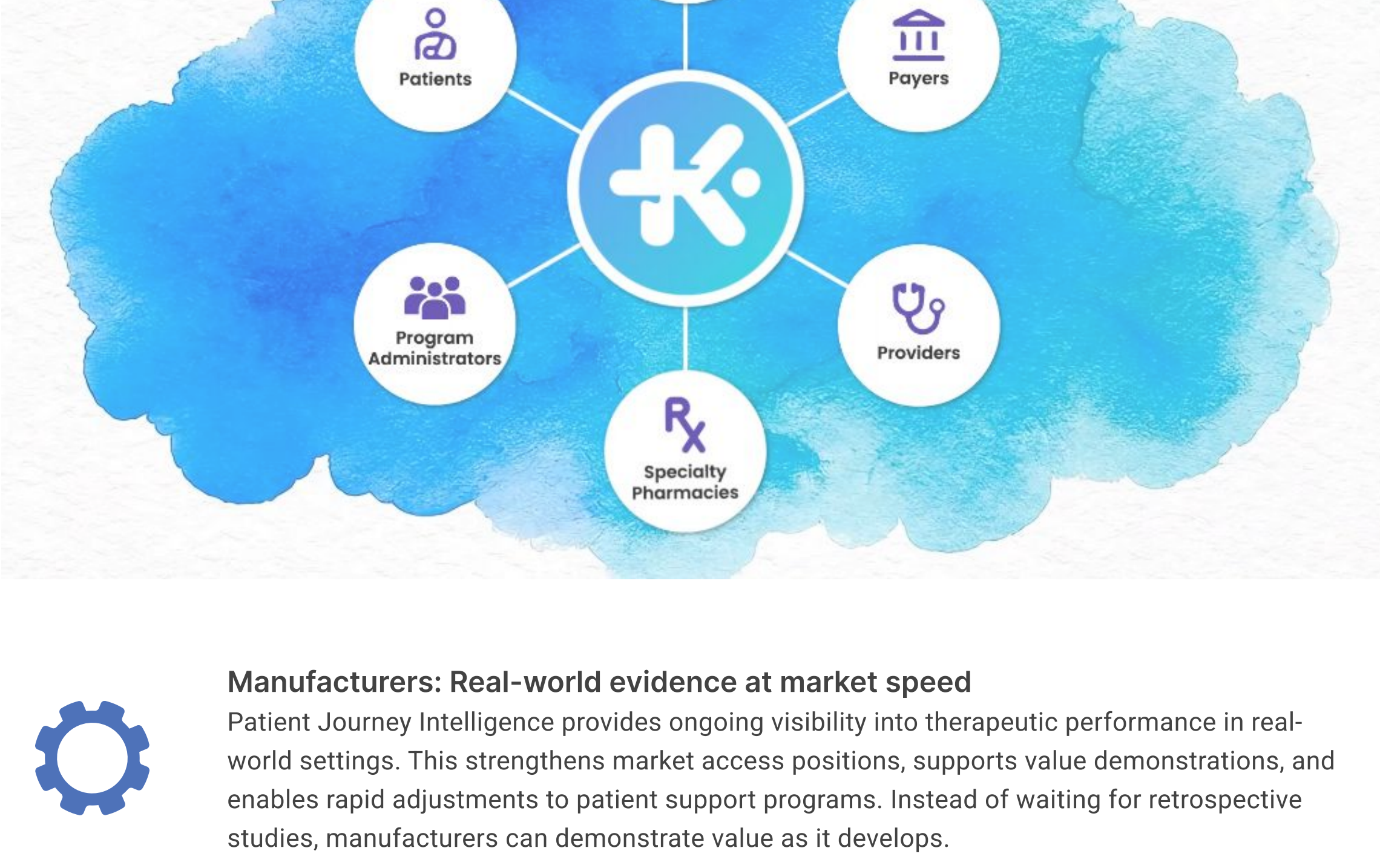
A well-defined pathway framework captures this complexity by representing the full spectrum of patient experiences across multiple dimensions. Clinical pathways track progression through therapy, from diagnosis to treatment outcomes. Service pathways map interactions with service providers that interact with and support patients in their journeys. Adherence pathways follow patient behaviors around medication compliance, lifestyle modifications, and self-care activities. This framework identifies critical junctures where patients may face obstacles: prior authorization requirements, financial barriers, side effect management, service delays, or adherence challenges.

The pathway framework serves as the foundation for intelligent interpretation. When Patient Journey Intelligence observes patient movement, it evaluates that movement against the mapped possibilities, identifying both positive progression and concerning deviations. This contextual understanding enables the system to distinguish between expected variations in care and signals that warrant intervention.

Rather than simply keeping patients "on track," this approach generates insights that extend across multiple domains. Clinical teams gain visibility into care quality patterns, financial managers can project the implications of adherence trends, and program administrators identify systemic improvements that benefit entire populations.

Strategic Value Across Healthcare Stakeholders

Continuous patient journey monitoring creates unique value for every participant in the healthcare ecosystem. The intelligence generated speaks directly to each stakeholder's priorities, turning data into measurable outcomes.



Manufacturers: Real-world evidence at market speed

Patient Journey Intelligence provides ongoing visibility into therapeutic performance in real-world settings. This strengthens market access positions, supports value demonstrations, and enables rapid adjustments to patient support programs. Instead of waiting for retrospective studies, manufacturers can demonstrate value as it develops.



Payers: Earlier risk visibility, stronger value-based agreements

Real-time monitoring of outcomes and utilization allows payers to anticipate cost drivers and intervene proactively. This forward-looking perspective supports more sophisticated risk-sharing models and evidence-based coverage decisions, reducing financial exposure while improving contract performance.



Providers: Targeted insights with less administrative burden

Patient Journey Intelligence highlights which patients need attention and why, equipping providers to act at the most effective moments. By delivering context-rich insights rather than raw data, the system reduces administrative effort and enables providers to focus on interventions with the greatest clinical impact.



Specialty Pharmacies & Hubs: Intelligence-driven onboarding

Patient Journey Intelligence equips specialty pharmacies and patient support hubs with a detailed clinical picture before first dispense—revealing comorbidities, concurrent therapies, and social barriers that shape adherence risk. This enables teams to tailor onboarding strategies, anticipate patient needs, and design personalized support from day one. By moving beyond reactive monitoring to proactive, evidence-based engagement, programs improve therapy persistence while demonstrating measurable value in outcomes and performance.



Program Administrators: Continuous, measurable program optimization

Administrators gain comprehensive visibility into quality, efficiency, and outcomes. The system surfaces actionable insights that enable continuous improvement, strengthen accountability, and support evidence-based reporting that builds stakeholder trust and program success.



Patients: A guided care experience that removes obstacles

For patients, the focus on the journey shifts care and service from reactive to proactive. Potential barriers—financial, logistical, or clinical—are identified and resolved before they derail therapy, creating a smoother, more supportive experience that improves adherence, outcomes, and satisfaction.

Part 3: The Application

Applied Intelligence: Managing Value-Based Agreements

The practical impact of Patient Journey Intelligence becomes evident when examining its application to complex healthcare arrangements. Consider a specialty therapy covered under a Value-Based Agreement (VBA), where outcomes and costs are closely linked to patient adherence and clinical success.

The pathway framework for this therapy identifies multiple possible patient routes: successful adherence leading to positive outcomes, early discontinuation due to side effects, or treatment interruption caused by access barriers. Patient Journey Intelligence monitors each patient's position within these pathways, interpreting signals that indicate movement toward different outcomes.

When the system detects a missed refill combined with reported side effects, it recognizes this pattern as movement toward the discontinuation pathway. This interpretation triggers coordinated responses: case managers initiate patient outreach to address side effects and reinforce adherence strategies, while specialty pharmacies work to resolve access barriers. Simultaneously, both manufacturers and payers receive notifications that enable them to assess program implications and financial exposure under the VBA.

The intelligence extends beyond individual case management to generate population-level insights. Clinical intelligence reveals the frequency and causes of pathway deviations, enabling refinements in care protocols. Financial intelligence projects the impact on warranty claims and performance guarantees, supporting proactive risk management. Program intelligence identifies opportunities to improve patient support strategies, provider engagement protocols, and benefit designs.

This coordinated approach demonstrates the system's comprehensive value: individual patients receive targeted support, clinical outcomes are protected, and the VBA itself is strengthened through proactive performance management.

Transforming Healthcare Performance

Patient Journey Intelligence represents a fundamental shift from reactive healthcare management to predictive, coordinated care delivery. By replacing static snapshots with continuous insight, the system enables transformation across multiple dimensions of healthcare performance.



Clinical Excellence

Clinical Excellence emerges through timely interventions and comprehensive support that ensure patients receive appropriate care when they need it most. The system's ability to identify emerging issues before they become serious problems enables providers to deliver more effective, personalized care.



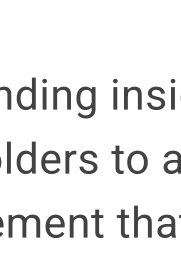
Financial Stewardship

Financial Stewardship improves through proactive cost management and sophisticated risk-sharing arrangements. Rather than responding to utilization patterns after they occur, stakeholders can anticipate and prevent costly complications while validating the performance of value-based contracts.



Operational Efficiency

Operational Efficiency increases as the system identifies and resolves service bottlenecks before they impact patient outcomes. This proactive approach reduces administrative burden and focuses resources on the interventions that generate the greatest value.



Quality Assurance

Quality Assurance becomes continuous rather than periodic, ensuring that programs consistently meet standards and deliver measurable patient satisfaction. The system provides the evidence base needed for continuous improvement and performance accountability.

By extending insight from individual patients to entire programs and populations, Patient Journey Intelligence enables stakeholders to act with precision, confidence, and appropriate timing. This creates a foundation for sustained improvement that benefits all participants in the healthcare ecosystem.

Part 4: The Vision

Dynamic Intelligence for Healthcare Transformation

The future of healthcare performance lies in understanding patients as they move through their care experience, not as they appear in isolated data points. While pathway frameworks provide the necessary structure for this understanding, Patient Journey Intelligence brings them to life through continuous monitoring and intelligent interpretation of patient state and trajectory.

This capability delivers insights that reach far beyond individual patient management to inform system-wide improvements in quality, cost management, and program performance. Through KlearTrust's Patient Journey Intelligence platform, all healthcare stakeholders gain the ability to see patients in motion, understand the context of their experiences, and coordinate interventions that advance outcomes for individuals and populations alike.

The transformation from snapshot-based thinking to motion-based intelligence represents more than a technological advancement—it embodies a fundamental shift toward a healthcare ecosystem that is truly responsive to patient needs, predictive in its approach, and collaborative in its execution.

This is the promise of Patient Journey Intelligence: a system of care, service, and payment where continuous intelligence creates shared value, delivering better outcomes for patients and better performance for the organizations that serve them.



Quick Summary

KlearTrust has developed a system that continuously tracks what's happening with patients in real-time, instead of just looking at scattered medical records after the fact. Think of it like having GPS for healthcare – you can see where patients are in their treatment journey and predict where they're headed, rather than just seeing snapshots of where they've been.