



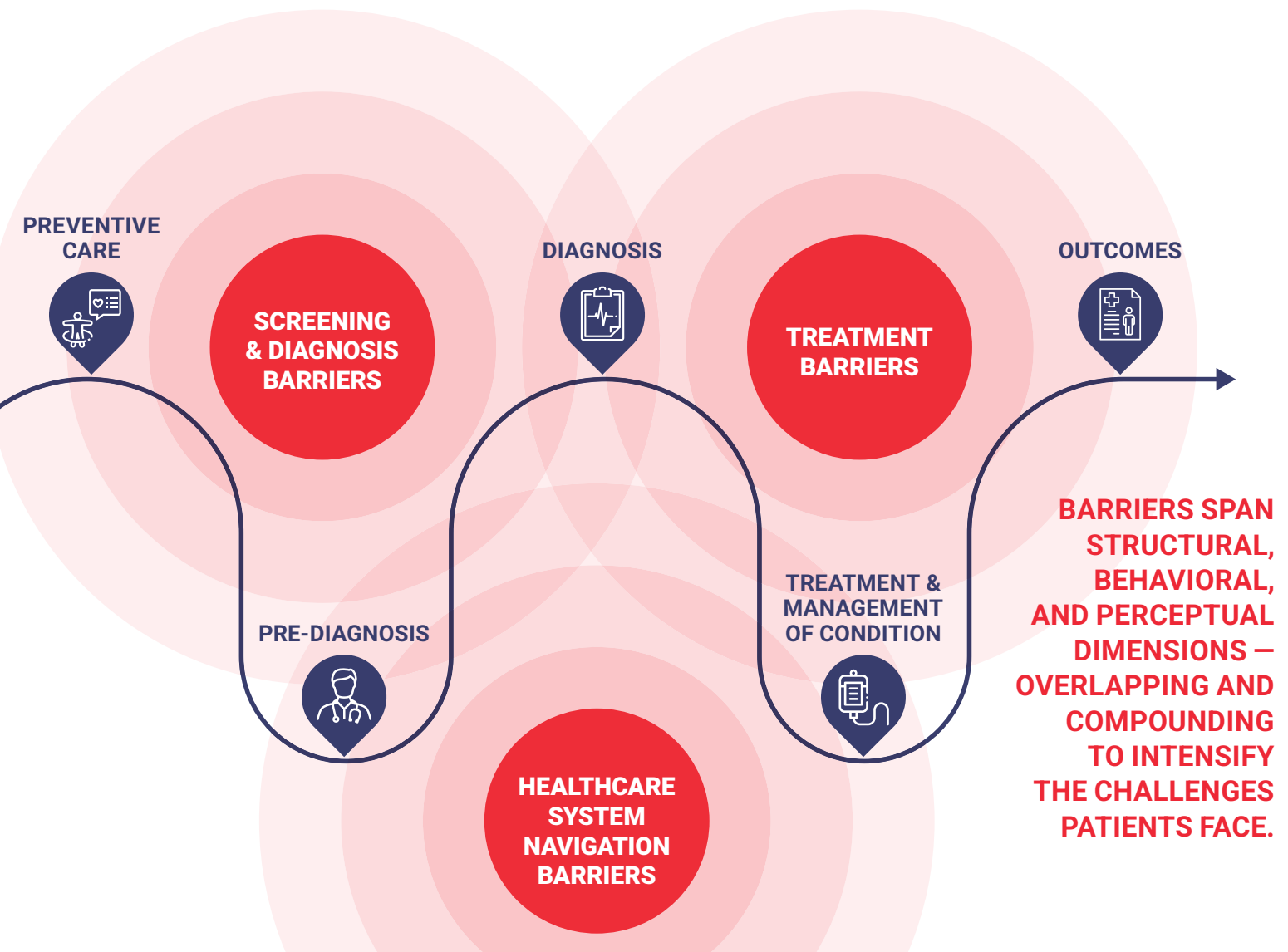
Patient Access Pathways: Illuminating the Real Barriers to Care

Across the health care system, patients face a range of complex, often invisible access barriers that prevent them from getting screenings, staying on treatment, or managing chronic conditions. These aren't isolated challenges—they ripple across the entire patient journey and determine whether they can access care. From disease awareness and stigma to affordability, provider trust, and policy design—each of these factors shapes how patients interact with the health care system.

Patient Access Pathways is a proprietary survey and analytics methodology to help identify and explain access and affordability barriers from the patient's point of view.

CONNECTING DATA AND ACTION

This is more than survey data. It's a narrative bridge—from unmet patient needs to real-world solutions. It complements existing tools, by revealing the "WHY" behind claims data and enriching patient journey mapping. While claims data and real world evidence show what happens with the health care system, Patient Access Pathways explains why patients enter, delay or abandon care altogether.



GETTING TO “THE WHY” WITH DATA

Health care organizations are increasingly called upon to address not only clinical outcomes, but also the inequities and access challenges that shape patient care. Patient Access Pathways helps answer critical questions that claims data alone cannot explain by capturing the patient perspective—revealing why individuals delay or avoid care due to stigma, distrust, or competing life demands, and why some abandon treatment decisions before they ever appear in administrative data.

While claims data shows what happened, **Patient Access Pathways** reveals why it happened by:

Uncovering the real barriers—structural, behavioral, and perceptual—that shape each step of the journey. These insights give environment-shaping teams the evidence they need to highlight obstacles and design strategies that keep patients moving forward.

Pinpointing how patients experience cost sharing, utilization management, and system delays and how those experiences influence decisions, giving brand, pricing and contracting teams actionable insights that claims data alone cant provide

Surfacing the human factors—like confusion about coverage or the burden of navigating the system—that stop patients before they ever generate a claim. These insights give advocacy and product and market access teams the evidence they need to design strategies that remove barriers and improve patient engagement.

WHAT WE DELIVER

Reservoir’s Patient Access Pathways combines scalable research with deep health care expertise to reveal what patients do and how they feel. Through new survey research conducted across diverse patient populations we generate actionable insights that help clients understand real behaviors and expectations across the care journey.



**Communications
& Advocacy**



**Brand & Commercial
Strategy**



**Public Affairs
& Policy**



**Market Access
& Pricing**

WHY RESERVOIR

Reservoir brings together deep expertise in health care markets, public policy, patient behavior, and strategic communications. Our research team knows how to turn robust patient-centered research into actionable insights that support your business and policy objectives by elevating the voice and needs of the patient.

Uncover the barriers that stand in the way of patients fully benefiting from care.

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