

When the pandemic began, the biopharma industry was placed in a reactionary mode as it developed strategies for patient and HCP engagement. As we now move toward the next phase, beyond the pandemic, it's become clear that certain pandemic-driven trends are persistent factors with lasting impacts on biopharma commercial strategy and the role of the Clinical Nurse Educator.

HEALTHCARE PROVIDER ENGAGEMENT

Persistent market trends:

- Limited time for engagement**
96% of HCPs reported a decrease in time available for engagement with Pharma.
- Need for education and training**
62% of HCPs reported COVID having a negative impact on their education and training.
- Change in office access policies**
49% of HCPs reported that change and limitations to access will continue in the future.

Original response, expected to be lasting:

Increase in peer-to-peer engagements



Going beyond the sales message



Accelerated digital transformation



LASTING TRANSFORMATIONS IN HCP-FOCUSED CLINICAL NURSE EDUCATOR SOLUTIONS



Use of On-Demand Clinical Nurse Educator teams to efficiently get locally based, clinical resources in front of HCPs for education and training.



Importance of modular content and enhanced data integration to better tailor and personalize engagements to HCP and office preferences.



Implementation of Clinical Nurse Educator digital training to drive toward the optimal mix of live vs. virtual engagement that maximizes effectiveness.

PATIENT ENGAGEMENT

Persistent market trends:

- Demand for patient support**
76% of HCPs are looking for enhanced Patient Support Programs.
- Focus on patient outcomes**
46% of HCPs are looking for better adherence programs from pharma.
- Use of remote care models**
70% of HCPs report being extremely likely to use remote monitoring and home diagnostic tools.

Original response, expected to be lasting:

Shift to high-touch, holistic support models



Increased focus on adherence interventions



Addition of in-home services for patients



LASTING TRANSFORMATIONS IN PATIENT-FOCUSED CLINICAL NURSE EDUCATOR SOLUTIONS



Clinical Nurse Educator providing the primary point of contact for holistic patient support services from the point of Rx onward.



Use of predictive analytics and risk discontinuation models to better tailor patient interventions and allow for a more dynamic journey.



Combination of high tech with high touch, using digital communications to fill the gaps between nurse touchpoints and sustain the relationship long term.