

With the growing number of self-injection therapies coming to market, patient-centric training solutions are becoming a standard of care for the industry. In addition to providing logistical support via a HUB and/or SP, biopharma is leveraging Clinical Nurse Educators to deliver live, in-person, or virtual self-injection training that increases patient confidence and satisfaction to lead to better outcomes on therapy.

### PATIENT BARRIERS

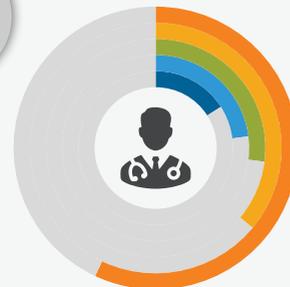
Top Concerns Reported by Patients<sup>1</sup>



- Fear/anxiety of needles: **85% of patients**
- Indication that disease is severe: **40% of patients**
- Lack of familiarity of injectable medications: **37% of patients**
- Sign of failure: **27% of patients**
- Too complicated: **26% of patients**

### HCP CHALLENGES

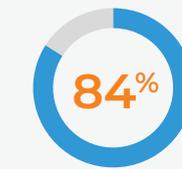
Top Concerns Reported by HCPs<sup>1</sup>



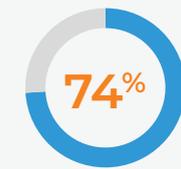
- Don't have time to train patients: **57% of HCPs**
- Don't have enough staff to train patients: **36% of HCPs**
- Training patients disrupts overall practice flow: **27% of HCPs**
- Don't have space for patient trainings: **23% of HCPs**
- Not familiar with many injectable products: **16% of HCPs**

### RESULTS

Nearly half of patients who self-inject receive no training, leading to<sup>2</sup>:



of patients **making errors when self-injecting.**



of patients **discontinuing their medication at least once.**



of patients **skipping or avoiding their injections due to fear or anxiety.**

### Evidence-Based Approach, Combining Behavioral Health Models and Advanced Analytics for Patient Self-Injection Training

#### APPROACH

- Utilizing experienced and trained Clinical Nurse Educators who have extensive background in starting patients on self-injection therapies.
- Live, hands-on nurse training either in-person or virtually, based on patient preference and assessment of their digital propensity score.
- Preliminary assessment of patient readiness to change before starting engagement and introducing goals.
- Application of experiential and motivational learning practices during the training, to help patients build confidence in ability to self-inject.
- Post assessment to measure patient knowledge and confidence, and continue process to educate, empower and repeat as necessary.

#### BEST PRACTICES

- Ensure simplicity of materials and messages.
- Have the patient administer their first injection during training.
- Encourage family/support system to attend the training.
- Provide training in most convenient/comfortable location.
- The nurse-patient relationship built during training can be leveraged to motivate patients throughout the journey.

### Impact of Clinical Nurse Educator Self-Injection Training Program<sup>1</sup>

**2,322** Unique Patients Trained on Self- Injection



of patients were confident to start administering their self-injection therapy following the VMS program.



of patients reported the device was easy to use in their first 90 days on therapy following the VMS program.

**99%** of patients said they were satisfied with the VMS self-injection training program.