

As biopharma shifts its outlook to the post-COVID era, there is an opportunity for the industry to transform how it delivers patient and healthcare provider (HCP) engagement. The VMS BioMarketing Research and Analytics team conducted a national market research study to better understand the opportunities that HCPs believe exist for enhancing the support provided by life science companies, and below are the key findings. Please contact VMS for access to the complete report.

## PATIENT SUPPORT AND ENGAGEMENT

### CURRENT STATE



Only 24% of HCPs surveyed feel that **biopharma companies today are effective at patient engagement.**



HCPs say **emotional support is what is most often missed** by biopharma (66%), followed by product adherence (53%).

### OPPORTUNITY FOR BIOPHARMA



**Greater personalization of support**

**90%** of HCPs rate pharma personalized patient support vs. a one-size-fits-all model as important.



**Utilization of primary point-of-contact models**

**92%** of HCPs believe it's very important to have a primary point-of-contact model in place for pharma patient engagement.



**Optimizing the mix of human and automated connection**

**95%** of HCPs say change is needed in the way pharma uses technologies like virtual visits and telehealth for patient support programs.



**Clinical expertise of patient support resources**

**93%** of HCPs felt it was important that the resource providing support to patients on behalf of pharma have clinical experience.

## HCP SUPPORT AND ENGAGEMENT

### CURRENT STATE



Only 12% of HCPs surveyed feel that **biopharma companies are very effective at providing HCP education and training.**



Most HCPs (70%) say that as things have reopened, **healthcare practices have much less time for education and training.**

### OPPORTUNITY FOR BIOPHARMA



**Feedback loop from patient support programs**

**91%** of HCPs believe it is important to hear feedback about how their patients are doing on their medication.



**Leveraging peer-to-peer engagement models**

**87%** of HCPs say its important that the person providing them education and training be a peer to them.



**Focus on how to start and keep patients on therapy**

**68%** of HCPs feel biopharma misses on providing education and training on how to keep patients adherent on therapy.

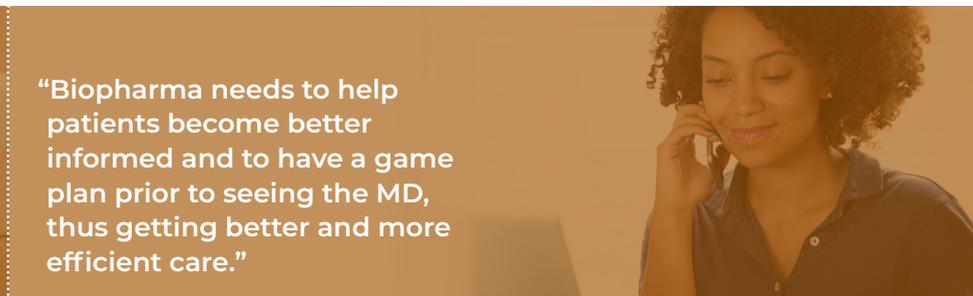


**Delivering in-person engagements**

**61%** of HCPs reported that it is important for education and training from biopharma to be in person.



“Patients want real explanations and information, but biopharma companies typically provide vague non-answers.”



“Biopharma needs to help patients become better informed and to have a game plan prior to seeing the MD, thus getting better and more efficient care.”



“Healthcare provider support is needed to help take the burden off of physicians and their office staff.”



“Clinical educators ease the burden of HCPs with a short amount of time to talk with patients and help them meet medical standards and healthcare hospital measures.”