



CASE STUDY

VMS deployed a virtual and home health Clinical Nurse Educator team, on behalf of a Biopharma client with a biologic therapy, to provide patient support and at-home administration.

Model: Full-Time

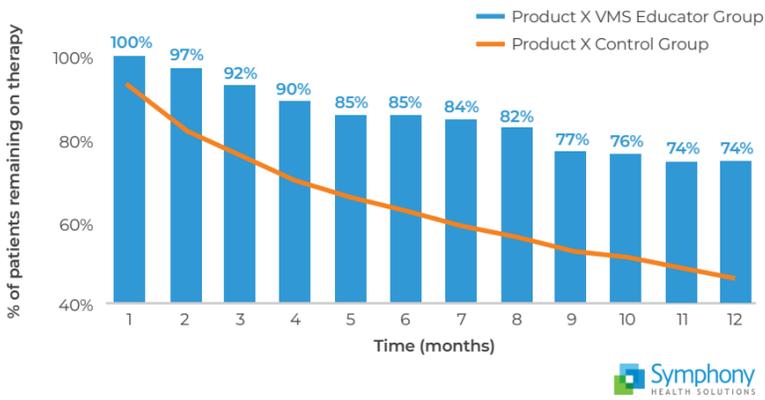
Audience: Patients

Channel: Virtual + Home Health

MEASURED IMPACT OF VMS BIOLOGIC THERAPY PROGRAM ON TARGET PATIENTS¹

Improving Patient Persistency

61% increase in persistency at 12 months with VMS Program



Positive Patient Feedback of VMS Program



92% of patients felt the program was **more helpful in providing the level of support desired** compared to other support programs for similar therapies.



99% **satisfaction** after each patient call.

Strong Patient Testimonials

“ I like getting your calls. I so appreciate you helping me think about goals and holding me accountable.”
—Patient

“ Thank you for providing more than just information. I know you care – you are my advocate and coach.”
—Patient

High Levels of Patient Engagement

21k+
Patients engaged

17.6
Average minutes per call

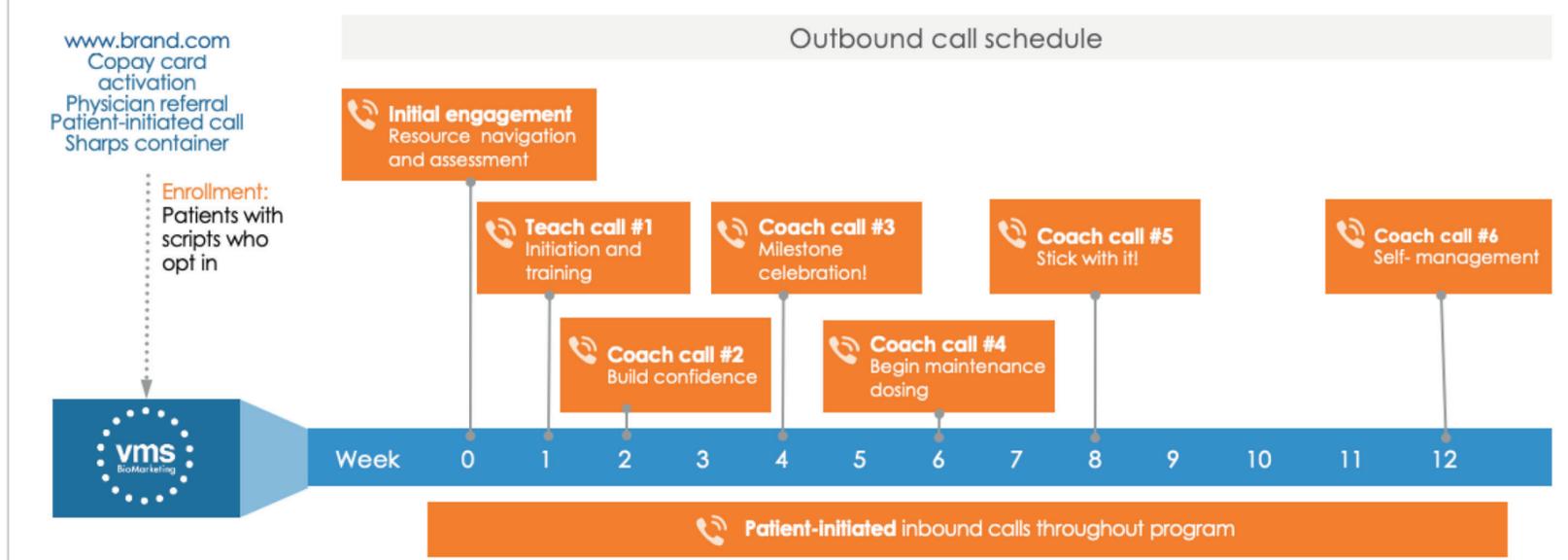
CLIENT OBJECTIVES

- ✓ Provide a proactive, high-touch program allowing patients to increase persistency and compliance to therapy
- ✓ Provide in-home injection support for powder formulation

VMS SOLUTION

- ✓ Recruit, hire, train and manage 24 virtual CNEs
- ✓ Develop and implement wholistic omnichannel health coaching program
- ✓ Coordinate home health nursing support for in-home visits when required

PROGRAM DESIGN



VMS EVIDENCE-BASED APPROACH TO BIOPHARMA PROGRAMS

PRE-PROGRAM	DURING PROGRAM	POST-PROGRAM
<p>Each solution is designed with a deep understanding of the patient experience and deep market analysis to maximize impact and meet brand objectives.</p>	<p>VMS CNEs leverage a proprietary behavioral health model that is proven to drive lasting behavior change, combined with risk-assessment tools and techniques to personalize interactions.</p>	<p>VMS uses 3rd party data providers like IQVIA and Symphony Health to measure the impact of its programs on outcomes such as adherence lift.</p>

1. VMS Data on file.