

MY Journey™



LEVERAGING DATA TO DEVELOP AND DELIVER PERSONALIZED PATIENT ENGAGEMENT THAT SETS A NEW STANDARD FOR PATIENT-CENTRICITY

Patients today demand more personalized services and support from the biopharma companies whose life-enhancing medications they depend on. This shift towards healthcare consumerization is driven by the innovative customer service practices in other industries that have delighted consumers in unprecedented ways and established a new paradigm for what best-in-class, consumer-centric engagement looks like.

Recent studies have found that 76% of patients feel that the pharmaceutical industry has a responsibility to provide tools and services that complement their products ¹, and 50% of doctors say they are more likely to prescribe medications from pharma companies that are more patient centric.²

For the biopharma industry to delight patients, a new generation of patient engagement services like MY Journey™ are being utilized to create an

integrated environment where human engagement, technology and data co-exist. Launched in 2021, *MY Journey* is a proprietary service designed and built by VMS BioMarketing, which combines advanced analytics with real-world data sources to support the delivery of both human and automated, personalized, and dynamic patient engagement.

How *MY Journey* works

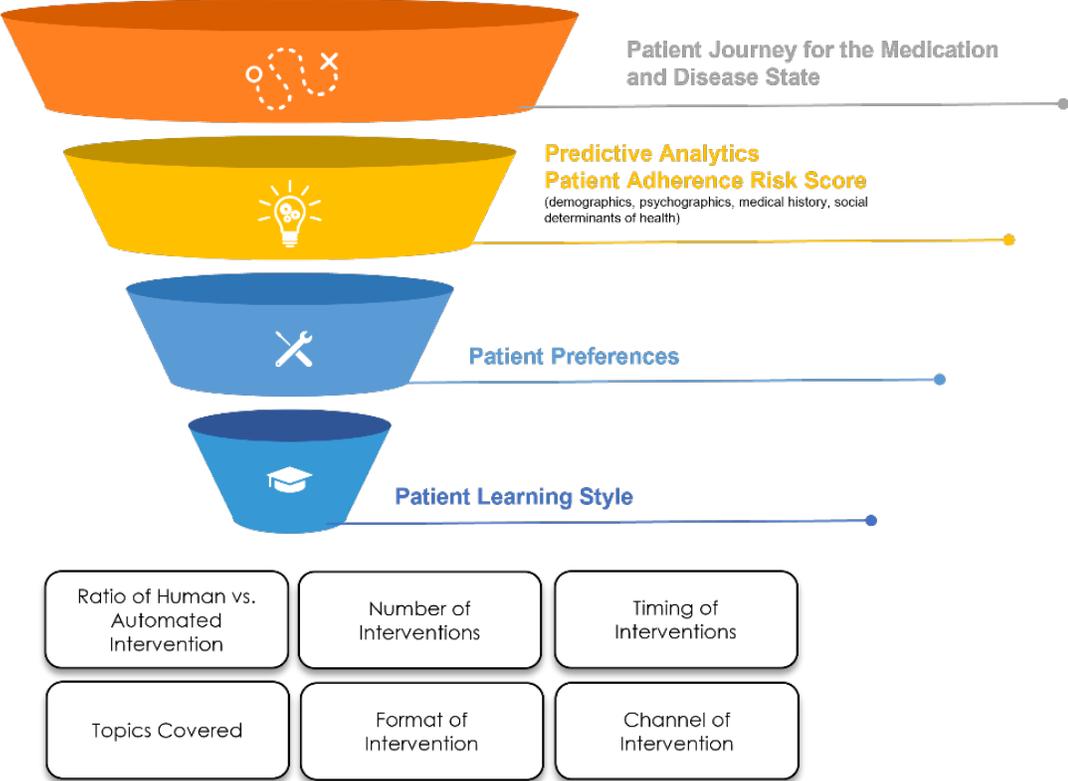
As patients are prescribed therapy, they are enrolled into the manufacturer's existing patient support program (see diagram that follows), and through the *MY Journey* system, an individualized support journey for the patient is designed. The proprietary system helps VMS determine the right ratio of human vs. automated intervention, the number of interventions, timing of each intervention, topics to be covered in each intervention, and the method of delivery for each intervention specific to the patient.

¹ Accenture.

² BCG.

This level of personalization is informed by an intelligent algorithm powering the *MY Journey* application, which combines data about the disease state, product type, patient population, HCP population, with patient-specific information including preference, learning style and adherence risk score. The risk score is calculated using

advanced predictive analytics, that pulls in the patient’s demographics, psychographics, medical history, and social determinants of health and runs it through a mathematical model to forecast a patient’s likelihood to become non-adherent to therapy.



However, knowing that a patient’s time on therapy is never static, and that adherence risk, needs, and behaviors change throughout, *MY Journey* also leverages real-time patient data from a multitude of sources to make the support provided dynamic on an ongoing basis. These data sources include patient feedback and progress, patient sentiment analysis, information coming from other patient support providers, and patient-generated health data from wearables and mobile applications. This information provides visibility into

changes that are happening, allowing *MY Journey* to adapt the patient’s support program and even trigger just-in-time adaptive interventions where it makes sense.

The amount of data obtained from channels and sources is greater than ever before, and *MY Journey* allows biopharma companies to make this data actionable by leveraging the information to develop and deliver personalized patient support programs that set a new standard for patient-centric engagement.

Overcoming the challenge of aligning vendors

The most challenging part of implementing a platform like the *MY Journey* analytical model is aligning all patient support vendors to the manufacturer to seamlessly integrate via real-time, 2-way API feeds, within the broader patient support provider ecosystem. There must be access to already-existing data or make the investment to obtain the multiple different data sets and patient profiles on the specific patient population. Additionally, there must be a system that's flexible and configurable to build the triggers based on adherence scores of the population. VMS best practice is to identify providers that can integrate

with the internal technology and data platforms, while also integrating with all other providers, like HUB for reimbursement support, copay programs for financial support, specialty pharmacy providers for medication delivery support, etc.

Developing the partnerships and collaboration among the many vendors assisting our biopharma clients has been very successful thus far, with 89% of VMS BioMarketing's clients now incorporating *MY Journey* personalization into their patient support programs.

Adherence and Satisfaction Results³

Results from a sample of patients across multiple *MY Journey* programs showed:

- **94% of patients** reported adherence to their therapy, and **99% of patients** said they intend to refill
- **96% of patients** reported confidence to start the prescribed therapy, with a 10% increase in confidence to manage emotional impact of condition
- **4.7 avg response** to the question: "I understand what to expect when taking PRODUCT XYZ" (Asked on Follow-up Call 3)
- **4.9 average response** to the question: "How would you gauge your understanding of PRODUCT XYZ from our first call to now?" (Asked on Follow-up Call 5)
- **79% patients** report taking PRODUCT XYZ on 12-month Follow-up Call
- **85% patients** found the support program more helpful compared to other therapy programs

³ VMS BioMarketing data on file.

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