



CASE STUDY

VMS deployed a full-time, field-based Clinical Nurse Educator team, on behalf of a Biopharma client with an oncolytic product to provide peer-to-peer education and training to HCPs and office staff.

Model: Full-Time

Audience: HCP and Office Staff

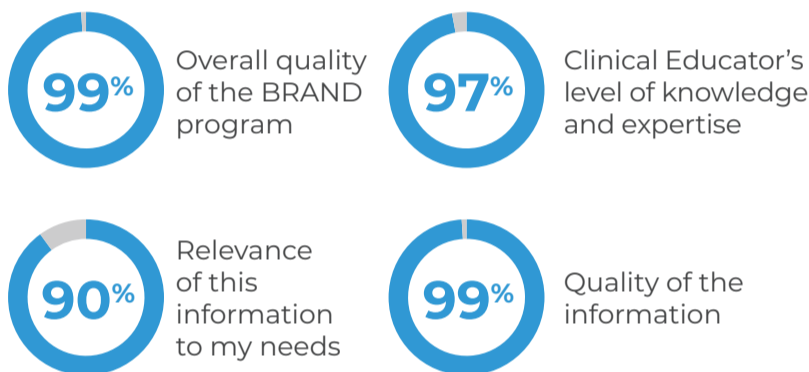
Channel: Field + Virtual

MEASURED IMPACT OF VMS ONCOLOGY PROGRAM ON TARGET HCPs¹

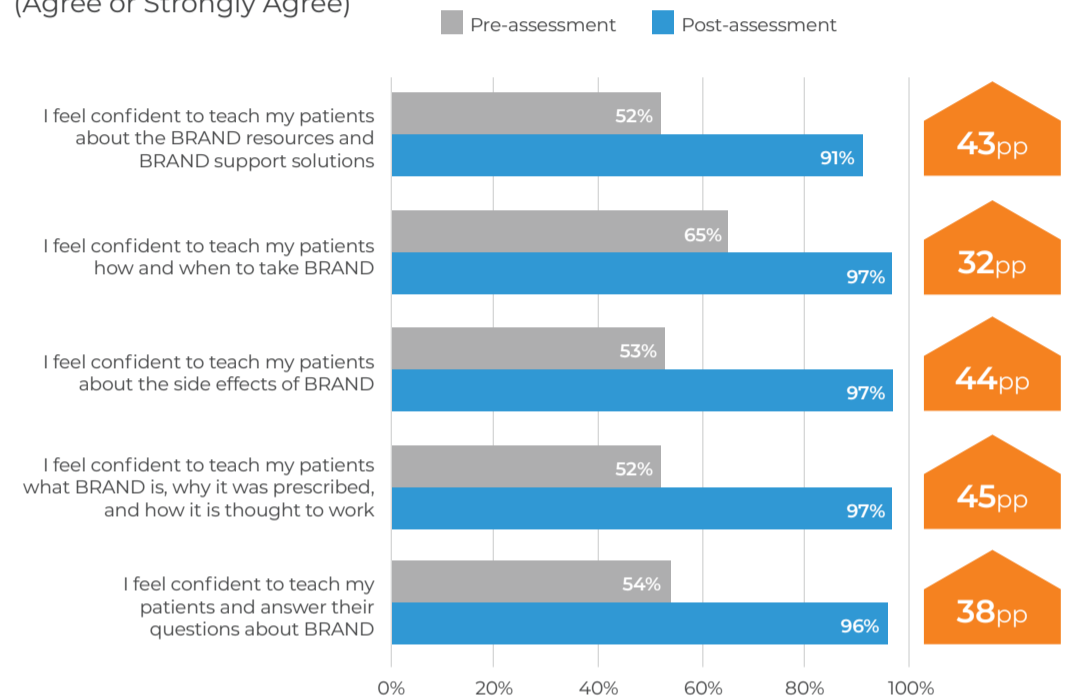
Program recommendation
(top 2 boxes)

90% Based on your most recent experience, would you recommend this Clinical Educator-led service to a colleague?

Overall quality of the program
(top 2 boxes)



Attendee confidence rating pre, post, and gain
(Agree or Strongly Agree)



CLIENT OBJECTIVES

- ✓ Create awareness to support earlier diagnosis and treatment for prostate cancer
- ✓ Provide a training program allowing community HCPs and nursing staff to effectively initiate therapy

VMS SOLUTION

- ✓ Recruit, hire, train and manage full-time field-based Oncology Clinical Nurse Educator team
- ✓ Provide train-the-trainer in-services for community HCPs and their nursing staff
 - Dosing and administration
 - AE management
 - Treatment expectations

PROGRAM DESIGN

- 🎯 Critical engagement
- 🕒 Follow-up
- 🏢 Office introduction
- 🎓 Office education session
- 🔄 Follow up—review materials and questions
- 📚 Address education gaps: dosing and side effects
- 🎓 Re-training—turnover/new staff
- 🔄 Follow up—review materials and questions

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.