

WHERE WE ARE TODAY

The pandemic remains a highly prevalent factor requiring biopharma to deploy innovative HCP and patient engagement for the new normal.

Current Situation

Actions Being Taken By Biopharma

Patient adherence



10% decrease in CRx from baseline levels pre-pandemic.

Increase in patient support to make sure existing patients have what they need to stay on therapy.

New patients



In-person visits are still down ~20% from baseline levels. Overall NBRx is down 7% YoY, while NBRx productivity of telehealth visits is much lower than in-person visits.

Increase in elevating the patient experience to give HCPs the confidence to start patients on therapy.

HCP engagement



Remote details have grown almost 300% from baseline levels; however, total details are still 25% below their baseline levels pre-pandemic.

Increase in P2P engagements to provide HCPs education and training.

HCP-administered treatments



Specialty in-person Tx remains 28% below baseline levels. Oncology in-person Tx is 21% below and Primary Care Tx 27% below.

Increase in alternative care models for product administration outside of the in-office setting.

Clinical trials



33% of investigator sites have amended study protocols, 34% are extending patient study windows and 28% are shipping medicinal product direct to patient.

Increase in remote compatible, digitally enabled and patient-centric trial programs.

HOW CLINICAL NURSE EDUCATORS ARE BEING LEVERAGED

Biopharma is leveraging Clinical Nurse Educators in innovative ways given the continued impacts of the pandemic.

- 1 Increased Patient Support:** Short-term blitz campaigns and use of on-demand Nurse Educators.

97% of patients said that **VMS nurse support was helpful or very helpful** in addressing questions and alleviating concerns related to COVID-19.
- 2 Elevating the Patient Experience:** One Voice™ model, in which Nurse Educators are the single point of contact to oversee the whole patient experience.

95% of patients said that the **information they were getting at this time from VMS nurses was important or very important** relative to information they were getting from Pharma and others.
- 3 P2P Engagement Strategies:** Nurse Educators provide virtual and/or in-person in-service education and training to HCPs, particularly in IHS settings.

100% of VMS client field-based programs have seen a **greater focus on HCP engagement** compared to pre-pandemic engagement.
- 4 Alternative Care Models:** Nurse Educators conduct product administration, diagnostic testing and remote monitoring in the patient's home.

Tx Remote Tx is up: **665%** in Specialty | **2089%** in Oncology | **466%** in Primary Care
- 5 Clinical Trials:** Nurse Educators are being used for investigator trainings, patient identification and screening, patient retention and home health.

60% of pharmaceutical companies have adopted **in-home nurse visits for clinical trials** as 24% of patients report getting treatment remotely administered and 20% of patients report being monitored remotely.