

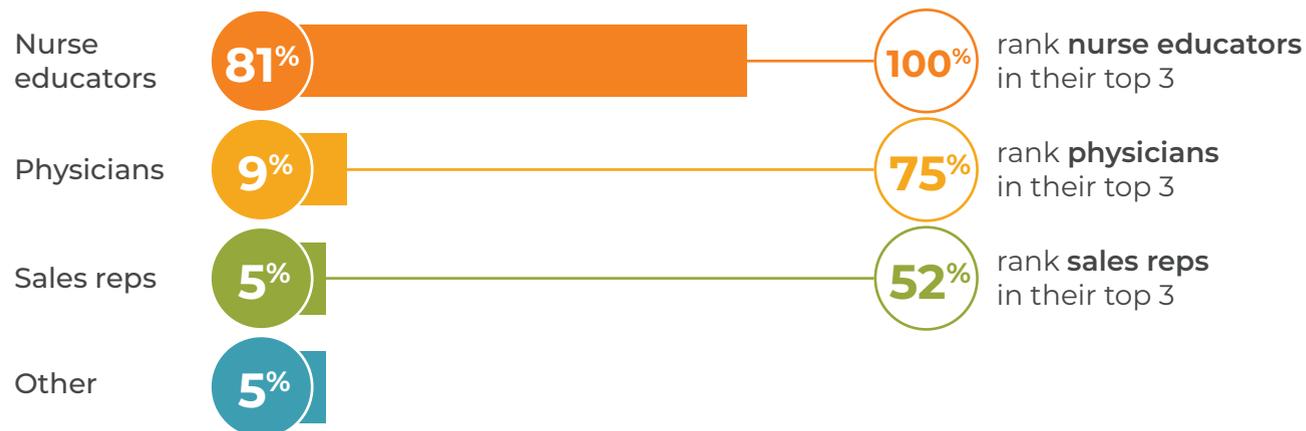
VMS BioMarketing conducted a healthcare professional (HCP) survey that reached 100+ HCPs across the country, working in various specialty verticals. The study conducted on behalf of our Biopharma clients, focused on understanding how HCP engagement preferences have shifted and HCP views of Clinical Nurse Educators programs have evolved, particularly as Nurse Educators continue to play a larger role in HCP and patient engagement during the pandemic. For the complete report, please contact VMS.

HCPs ARE LOOKING TO ENGAGE WITH CLINICAL NURSE EDUCATORS

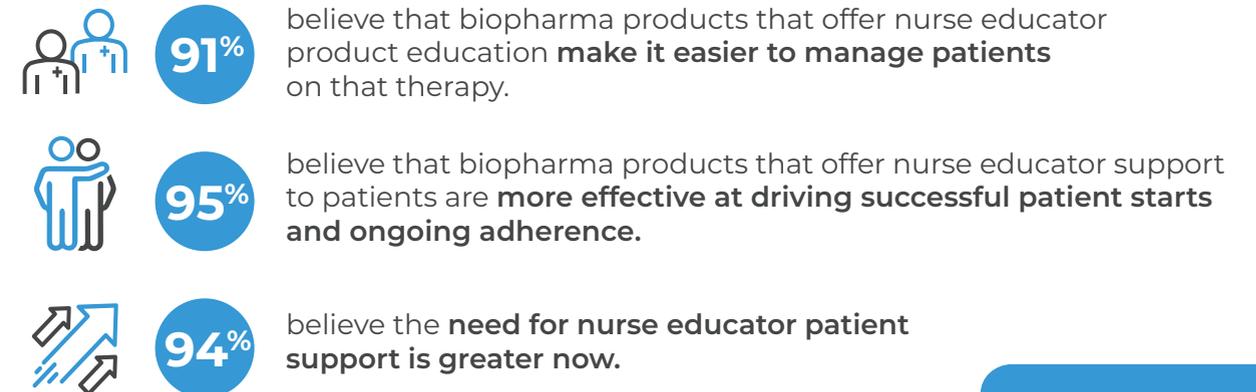
Top Preference for How HCPs want to Receive Information



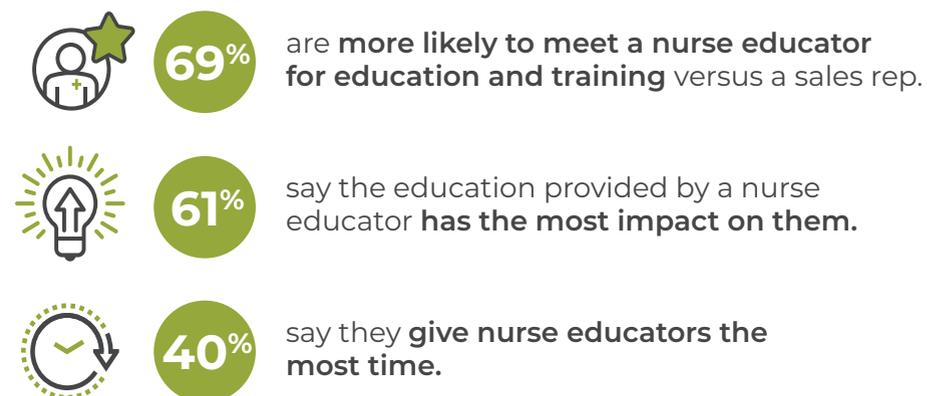
Top Preference for Who HCPs want to Receive Information From



HCPs FAVOR CLINICAL NURSE EDUCATOR PROGRAMS



HCPs RELATE BEST TO THEIR PEERS



"I believe we need more nurse educators in the field to help provide a more white glove service and fill the gap in education. They are the connection between physician, patient and Pharma."

- HCP Survey Respondent