

INSIGHTS FROM VMS CLINICAL NURSE EDUCATOR (CNE) ADHERENCE PROGRAMS

Across our Biopharma programs, numerous patient and HCP insights demonstrate the large and growing impact CNEs are having at this time.

Patients continue to embrace greater levels of Clinical Nurse Educator engagement.

HCPs are looking for just-in-time education and support from Clinical Nurse Educators.



More patient types are seeking support with the limited access to HCPs, continued uncertainty, and threat of virus resurgence.

25%

MORE PATIENT CONNECTIONS vs. pre-COVID times.



HCPs have expressed a greater need to conduct in-services, in-person or virtually, to provide education and training to their HCPs and office staff.

100%

of VMS field-based programs have seen a greater focus on HCP engagement compared to pre-pandemic.



Patients continue to express the need for more frequent support through the right mix of live, in-person and digital channels.

7.7

TOUCHPOINTS on average across programs right now.



HCPs value the information that is being provided to them by a CNE and find it effective to help them successfully start and keep patients on therapy.

100%

of HCPs engaging with VMS CNEs during COVID found the education beneficial.



Nurse Educators are spending more time now with patients in each engagement to address their concerns and needs.

17

MINUTES being spent with patients in certain interactions.



Despite all the new challenges of the pandemic and continued strain on time, HCPs are willing to spend more time with CNEs vs. other field personnel.

2-3x

more time HCPs are spending with CNEs versus other field personnel.

“My doctor has telemedicine, but I would like to be talking with someone more frequently.”

“We need on-call nurse educators to provide support or even a demonstration to us.”

MOST USED CLINICAL NURSE EDUCATOR ADHERENCE SOLUTION RIGHT NOW

On-demand, field-based nurse educators for patient and HCP engagement – allowing biopharma to launch adherence programs nationally in a matter of weeks without having to make long-term commitments.



Key Benefits



Pay-as-you-go model versus paying for carrying costs of a full-time network



Face-to-face, in-person interactions with patients and HCPs to maximize impact of engagement



Built-in flexibility and scalability, based on needs and budget

How it Works

- 1 A new biopharma client decides to deploy on-demand educators for patient and/or HCP engagement.
- 2 VMS has longstanding relationships with 100s of nurse educators across the country and in matter of weeks we recruit and train a team of on-demand educators in the geographies the client is focused on.
- 3 Once the network is live, the client's target patients and HCPs receive engagement from experienced CNEs who have the clinical proficiency to enable successful start and stay on therapy.

Effective Stay: Improved Patient Adherence

52% increase in persistency at 6 months with VMS program

