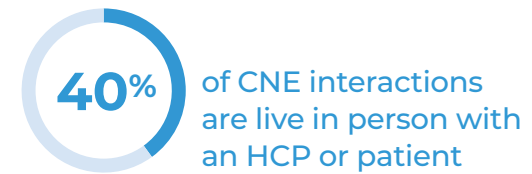


As in-person patient and healthcare provider engagement with Clinical Nurse Educators makes a comeback, biopharma is having to balance effective field reentry strategies with continued virtual engagement excellence. Recent technology and model innovations have enabled greater success for companies on both fronts as they manage this paradigm shift with their nursing programs.



DEVELOPING REENTRY STRATEGIES

- 1 Use of locally based resources**, like on-demand Clinical Nurse Educators, that can better navigate travel restrictions.
- 2 Maintaining a pulse on reentry plans at a regional level**, given the continuous change and large geographic variance.
- 3 Recognizing the patient and HCP profiles most open to in-person visits** and those most likely to continue engaging virtually despite restrictions being lifted.
- 4 Establishing safety protocols and training Clinical Nurse Educators** to assess live visit viability and conduct visit in a safe way.

INNOVATIVE MODELS: ON-DEMAND, LOCAL NURSE EDUCATORS

What is On Demand

A network of 800+ Clinical Nurse Educators in all major US markets readily available for biopharma to use for in-person and virtual HCP and patient programs as needed to navigate travel restrictions, uncertain volumes and white-space.



Key Benefits

- National reach with local presence
- Practicing clinicians with the right skillset
- Quick process to get in market in weeks

MAXIMIZING VIRTUAL ENGAGEMENT



- Continuous monitoring of virtual engagement best practices** in healthcare and other industries.
- Ongoing training of Clinical Nurse Educators** on how to engage effectively with patients and HCPs virtually.
- Enhanced technology solutions to optimize virtual engagement**, including SightCall added to pre-existing IT infrastructure.
- Use of digital propensity models** to understand which patients are most likely to receive and retain information virtually vs. those that are not.

INNOVATIVE TECHNOLOGIES: SIGHTCALL



What is SightCall

A secure and compliant two-way video chat solution that integrates with Salesforce Health Cloud to deliver enhanced virtual engagement. With SightCall, patients and caregivers can engage with Clinical Nurse Educators from any mobile device, without having to download an app.

Key Benefits

- Ability to connect face-to-face with patients and HCPs
- Convenient, timely and easy to access from any device
- A more seamless overall experience

