

The Next Frontier of Patient Adherence Programs



Andrea Heslin Smiley
 President and CEO
 VMS BioMarketing

Patient adherence has become a competitive driver for the life sciences industry to realize the full clinical potential of their therapies and achieve even greater commercial success. Many biopharma companies are taking a proactive approach to integrating new capabilities that better bridge the gap between what patients are expecting and looking for and what's being provided today. With this increased investment there has been a rapid pace of innovation in product offerings that are cultivating an environment that will have a lasting impact on the patient experience and patient outcomes.



#1: Holistic Patient Support Models

In an effort to deliver a superior experience, many companies are leveraging One Voice™, a high-touch, technology-enabled platform which connects patients to an experienced and trained Clinical Nurse Educator as their single point of contact throughout their treatment journey. In this model, the nurse is responsible for connecting the dots to enable the necessary functional, clinical and emotional support that's needed to successfully start and stay on therapy. By providing a consistent and trusted resource from the time of prescription and onward, patients have a north-star on their journey.

One Voice has demonstrated a 41% increase in patient persistency at 6 months relative to baseline levels.¹



#3: Combining Digital Touch with Human Connection

Brands are executing robust digital adherence programs to not only fill in the gaps that exist in between human touchpoints, but also extend the relationship with patients to go beyond the support that is often provided early on in the treatment journey. Examples of these types of communications include motivational messages, milestone achievements, and medication reminders sent via text, email, chat and other channels. As biopharma commits to building and deepening relationships with patients, there is a role that digital health will play, but what will be most critical is determining how best to balance high tech with high touch.

"Technology is not a replacement for human interaction, empathy or intuition."³



#2: Advanced Analytics to Tailor Interventions

Many patient support programs now leverage predictive analytics to stratify patients based on their adherence risk profile up front and tailor their support journey accordingly. This adherence risk is calculated using several social determinants of health. Up front analytics alone is not enough. Regardless of their adherence risk, all patients have episodes of heightened medication adherence risk at certain unpredictable times along their journey. To address this, discontinuation risk models are used on an ongoing basis to know when to proactively intervene with just-in-time support.

"Nurses have the influence to proactively adopt and expertly apply emerging technologies, adding value to care delivery by making the best data-driven decisions to improve outcomes and patient experience."²



#4: Incorporating the Voice of the Patient into Support Programs

Biopharma is implementing techniques to capture real-time patient insights and learnings to inform commercial strategy, brand messaging, value-based contracting and other initiatives. Clinical Nurse Educators are in an optimal position to do this because they not only are interacting with patients on an ongoing basis, but they also are skilled and experienced in being able to surface key insights through motivational interviewing and other evidence-based approaches. For many therapies, this work now includes systematically capturing patient-reported outcomes (PROs) in a HIPAA-compliant manner.

50% of biopharma companies report that they are investing in their real-world evidence capabilities.⁴

VMS is the leading provider of HCP and patient support solutions for biopharma. For 25 years, our singular focus has been on Clinical Nurse Educator programs, and we have invested in building a platform that is forward leaning, proven and focused on improving outcomes. We have relationships with 800+ Clinical Nurse Educators nationwide and deliver 1M+ engagements for our clients whose therapies span the product lifecycle and include 50+ categories. Through the use of behavioral health and analytical models, each of our engagements is highly personalized to address brand needs, support behavior change and lead to an improvement in medication adherence.

Sources: ¹VMS Data on File. ²Whende Carroll, MSN, RN-BC. ³Healthbox. ⁴Deloitte.

