CASE STUDY

VMS deployed a full-time, field-based Clinical Nurse Educator team, on behalf of a Biopharma client with a Rare Disease product to provide HCP and patient support.
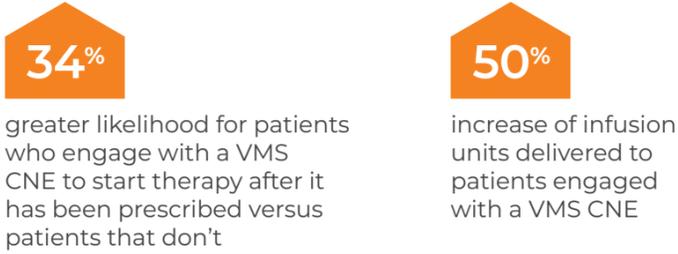
Model: Full-Time

Audience: HCP, Patients, and Advocacy Groups

Channel: Field + Virtual

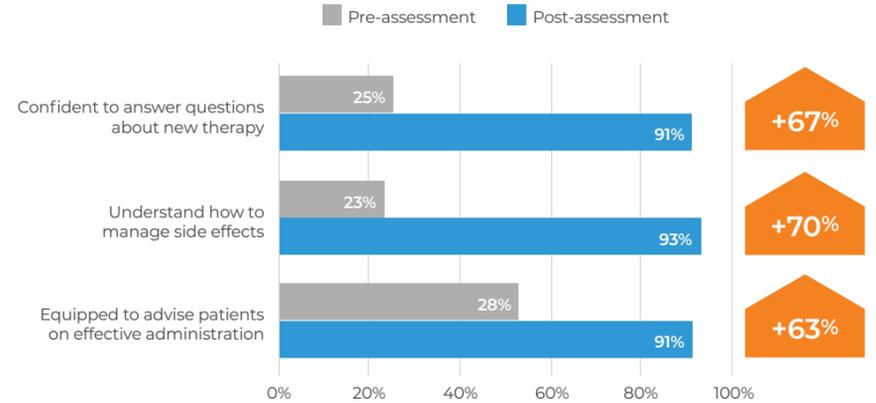## MEASURED IMPACT OF VMS RARE DISEASE PROGRAM ON TARGET HCPS AND PATIENTS[1]

Improving Patient Persistency

34%
greater likelihood for patients who engage with a VMS CNE to start therapy after it has been prescribed versus patients that don't

50%
increase of infusion units delivered to patients engaged with a VMS CNE

Improving HCP Ability to Start Patients on Therapy

Pre-assessment — Post-assessment

	Pre-assessment	Post-assessment	Change
Confident to answer questions about new therapy	25%	91%	+67%
Understand how to manage side effects	23%	93%	+70%
Equipped to advise patients on effective administration	28%	91%	+63%

(scale 0% – 100%)

Positive Patient Feedback of VMS Program

90%
I was satisfied with the overall program experience

96%
I intend to continue therapy

97%
I understand what to expect when taking my medication

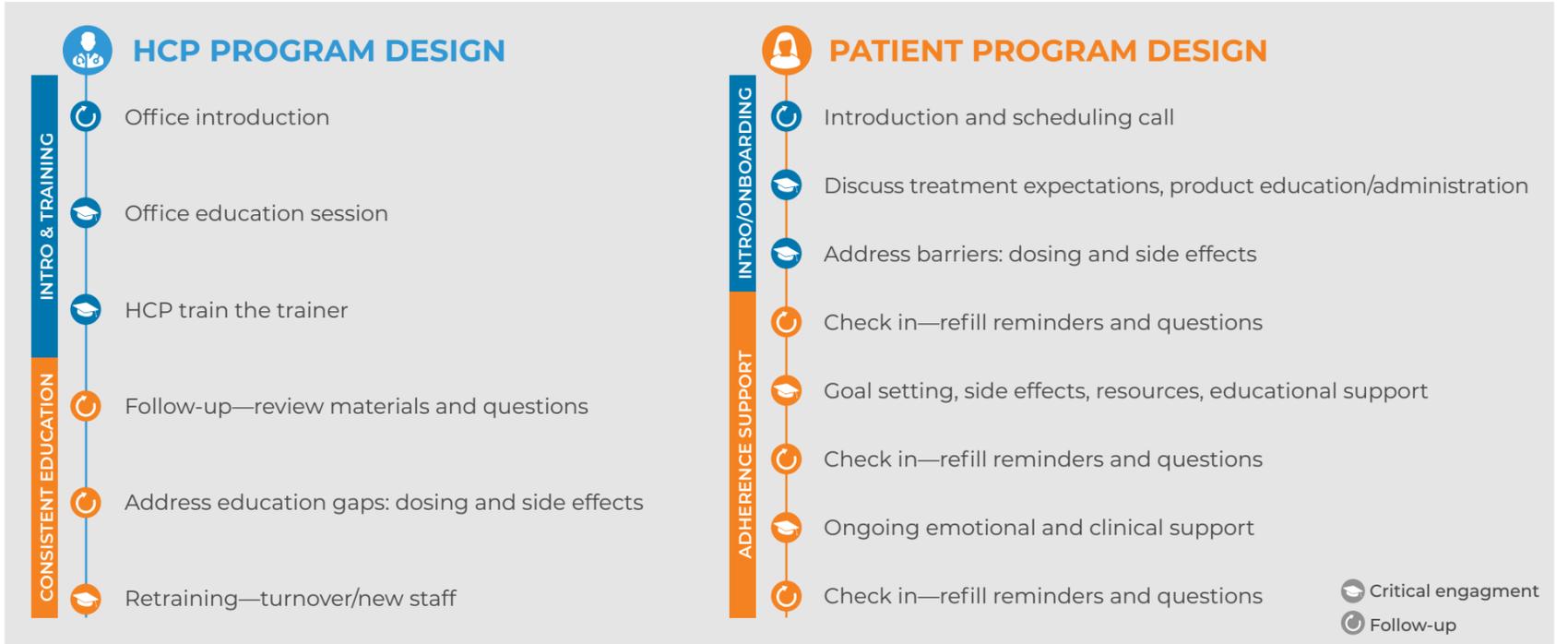### Positive Patient Satisfaction of VMS Program

100% of patients were satisfied with their Clinical Educator at post-survey

CLIENT OBJECTIVES

- ✓ Provide HCP/Staff disease education and product training to support initiation of therapy for patients
- ✓ Provide ongoing nursing support for patients and caregivers to increase overall adherence rates
- ✓ Provide initial and ongoing education and training to infusion center nurses to support proper initiation of therapy

VMS SOLUTION

- ✓ Recruit, hire, train and manage a full-time field-based CNE network
- ✓ Implement training program to educate community HCPs and their nurses on product dosing and administration to effectively start new patients
- ✓ Develop and implement a high frequency adherence program through in-person and telephonic patient outreach (same nurse).
- ✓ Implement product in-service programs for infusion center nursing staffs

HCP PROGRAM DESIGN

INTRO & TRAINING
- Office introduction
- Office education session
- HCP train the trainer

CONSISTENT EDUCATION
- Follow-up—review materials and questions
- Address education gaps: dosing and side effects
- Retraining—turnover/new staff

PATIENT PROGRAM DESIGN

INTRO/ONBOARDING
- Introduction and scheduling call
- Discuss treatment expectations, product education/administration
- Address barriers: dosing and side effects

ADHERENCE SUPPORT
- Check in—refill reminders and questions
- Goal setting, side effects, resources, educational support
- Check in—refill reminders and questions
- Ongoing emotional and clinical support
- Check in—refill reminders and questions

Critical engagement
Follow-up

VMS EVIDENCE-BASED APPROACH TO BIOPHARMA PROGRAMS

PRE-PROGRAM

Each solution is designed with a deep understanding of the patient experience and deep market analysis to **maximize impact and meet brand objectives.**

DURING PROGRAM

VMS CNEs leverage a proprietary behavioral health model that is **proven to drive lasting behavior change,** combined with risk-assessment tools and techniques to personalize interactions.

POST-PROGRAM

VMS uses 3rd party data providers like IQVIA and Symphony Health to **measure the impact of its programs on outcomes** such as adherence lift.

1. VMS Data on file.

VMS is able to guarantee results for its Clinical Nurse Educator programs. Connect today to learn more.