



CASE STUDY

VMS deployed an on-demand Clinical Nurse Educator team, on behalf of a Biopharma client with a self-injectable therapy to provide HCP and patient support.

Model: On-Demand

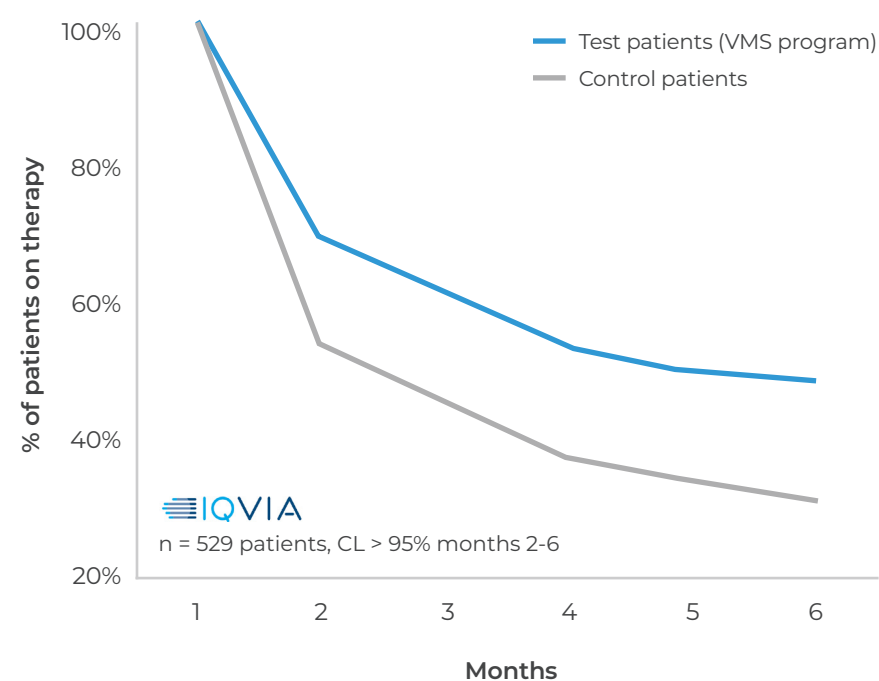
Audience: HCP/Staff and Patients

Channel: Field + Virtual

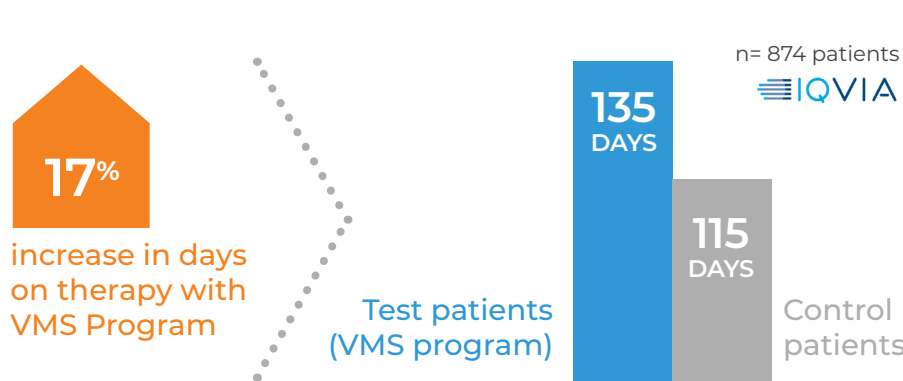
MEASURED IMPACT OF VMS SELF-INJECTION THERAPY PROGRAM ON TARGET HCPS AND PATIENTS¹

Improving Patient Persistency

52% increase in persistency at 6 months with VMS Program



Improving Patient Days on Therapy



Positive Patient Feedback of VMS Program

- 98%** I was satisfied with my VMS CNE experience
- 98%** I now understand how the product works and why my doctor prescribed it
- 95%** I am now confident to self inject my medication in the future
- 94%** I would recommend the VMS CNE program to other patients

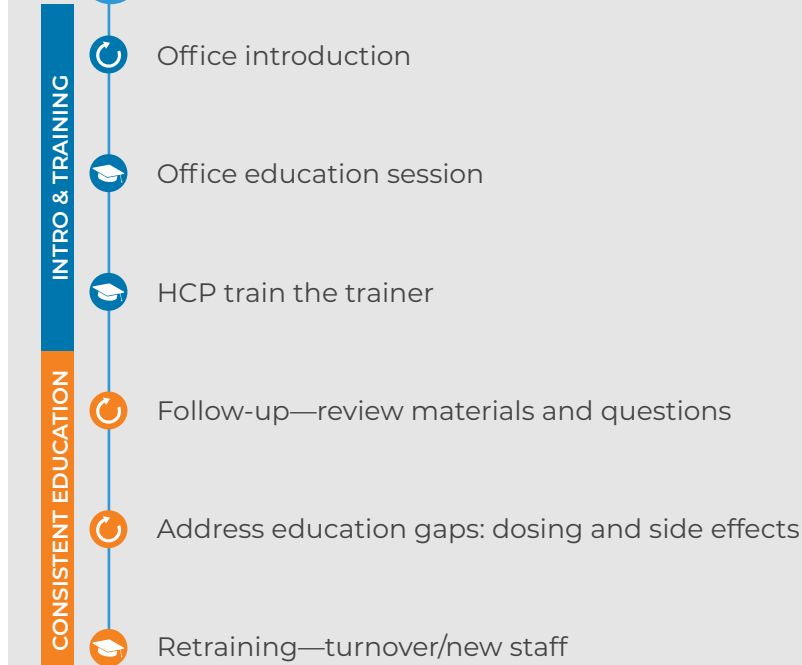
CLIENT OBJECTIVES

- Provide training program for HCPs to effectively start patients on therapy
- Provide option for patient in-home injection training
- Provide ongoing patient nursing support to increase adherence rates

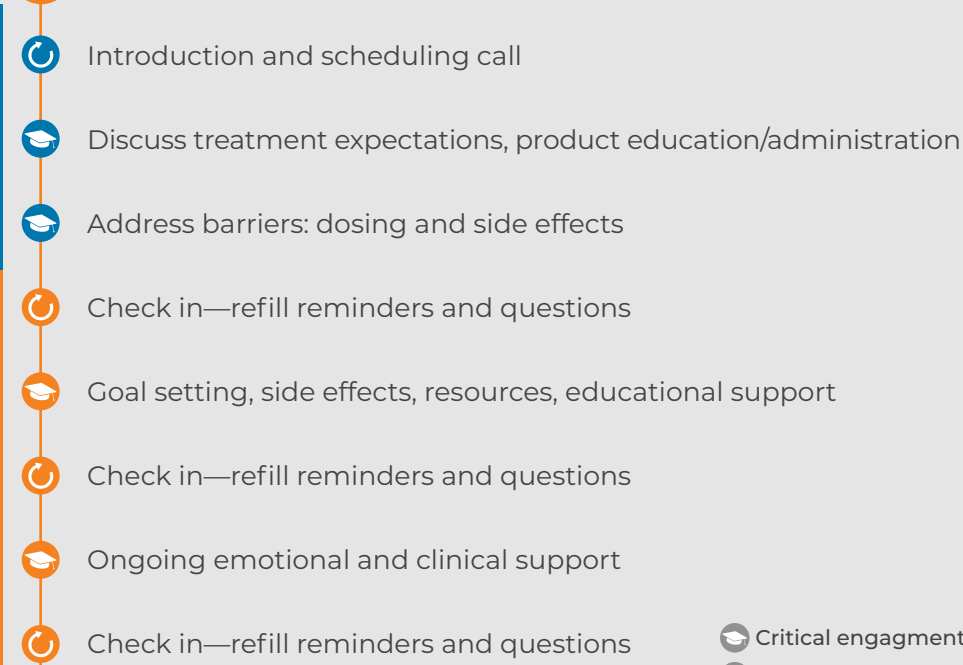
VMS SOLUTION

- Recruit, hire and manage 180 On-Demand CNEs
- Implement a CNE train-the-trainer program to ensure community HCPs and their nurses have the necessary product training to initiate therapy with their patients
- Coordinate CNE support for patient in-home injection training when requested
- Develop and implement ongoing, personalized telephonic health coaching program

HCP PROGRAM DESIGN



PATIENT PROGRAM DESIGN



VMS EVIDENCE-BASED APPROACH TO BIOPHARMA PROGRAMS

| PRE-PROGRAM | DURING PROGRAM | POST-PROGRAM |
|--|--|--|
| <p>Each solution is designed with a deep understanding of the patient experience and deep market analysis to maximize impact and meet brand objectives.</p> | <p>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.</p> | <p>VMS uses 3rd party data providers like IQVIA and Symphony Health to measure the impact of its programs on outcomes such as adherence lift.</p> |

1. VMS Data on file.