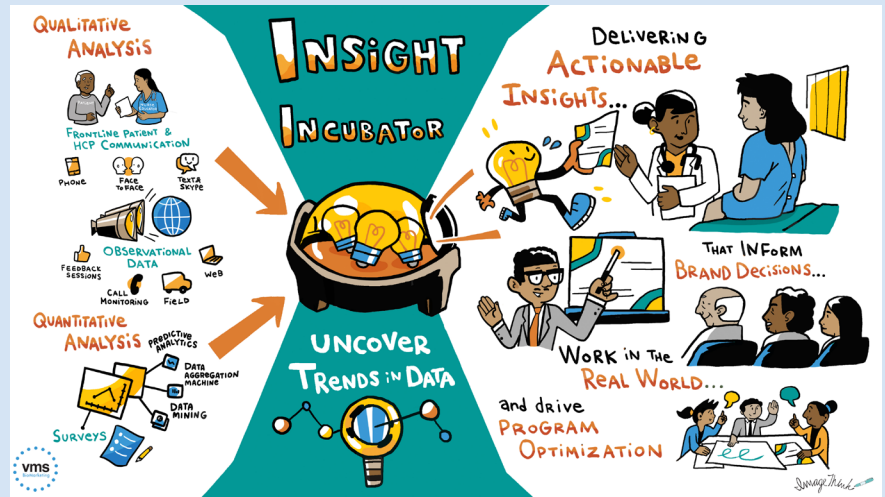




What are patients saying?

VMS BioMarketing shares recent insights* from our Clinical Educators

VMS BioMarketing provides clients real-time, actionable patient and HCP insights using its proprietary Insight Incubator™ capability. We use these insights to align with clients on ways to proactively, appropriately and effectively address concerns, questions and demands that patients have. Together, we make necessary, real-time adjustments to programs to ensure optimal patient engagement. Clients also leverage these insights to inform brand decisions, optimize their strategy and guide product differentiation.



Patients are concerned about HCP access

- "I might be having symptoms of COVID-19, but I can't reach my doctor's office."
- "I only have a 90-day prescription. What if it runs out?"
- "If I have questions about my therapy, I'm not sure what to do if the clinic is closed."



Patients are fearful, anxious and uncertain

- "I need time to ask my questions and feel like I'm being heard."
- "Should I stop taking my medicine if I contract coronavirus?"
- "It's hard to feel any comfort at all right now."



Patients are hesitant to start on new medications

- "I can't afford a three-month supply of medication right now."
- "I'm afraid to start a new therapy because of the potential side effects that might make me sick."
- "I just don't want to deal with starting a new medication."



Patients are looking for support

- "I've lost my job and am worried about my finances. I know I'm not eating as healthy as I should."
- "My doctor has telemedicine, but I would like ongoing support from someone."
- "I'd like to receive virtual training to help learn to manage my condition and this new therapy."

Connect with us today to learn more about how we can support your patients.

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*These insights were collected by VMS Clinical Educators between March 20 and April 6, 2020 from patients across the US and within multiple therapeutic categories.