



Company: \$10B+
Therapeutic Area: Rare Disease
Approval Date: 2017

Original Support: Hub & Copay
Launch with VMS: 2020
VMS Products: OneVoice

 <p>Original State Company received product approval in 2017, and by 2020 had expansive financial support in place, including a 3rd party HUB and Copay program</p>	 <p>Opportunity Elevate patient support to meet the needs and expectations of patients in the rare disease space and establish a competitive advantage as competitors continue to come to market</p>	 <p>VMS Approach Supplement the HUB program with virtual Clinical Nurse Educators (CNEs) who support patients as their go-to resource from time of prescription through ongoing therapy management</p>
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PROGRAM OVERVIEW

Program objectives:

- Support patients by delivering an exemplary experience, ensuring patients are motivated to start on therapy
- Ensure patients have the confidence and knowledge to start on therapy
- Provide ongoing support to patients on therapy to help achieve long-term success

SOLUTION

JOURNEY

12+ months, from onboarding to initiation to ongoing therapy management, personalized through predictive analytics and dynamic patient journey

ENROLLMENT

Initiated from the HUB, via API integration

CHANNELS

Omni-channel, inclusive of telephony, live video, mail, email and text



PERFORMANCE

ENGAGEMENT

98% of patients have an Intention to start	9.79 average days from receipt to dispense <small>(compared to 18 day average)</small>
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SATISFACTION

5/5 patient satisfaction rating	95% continuation rate post therapy initiation
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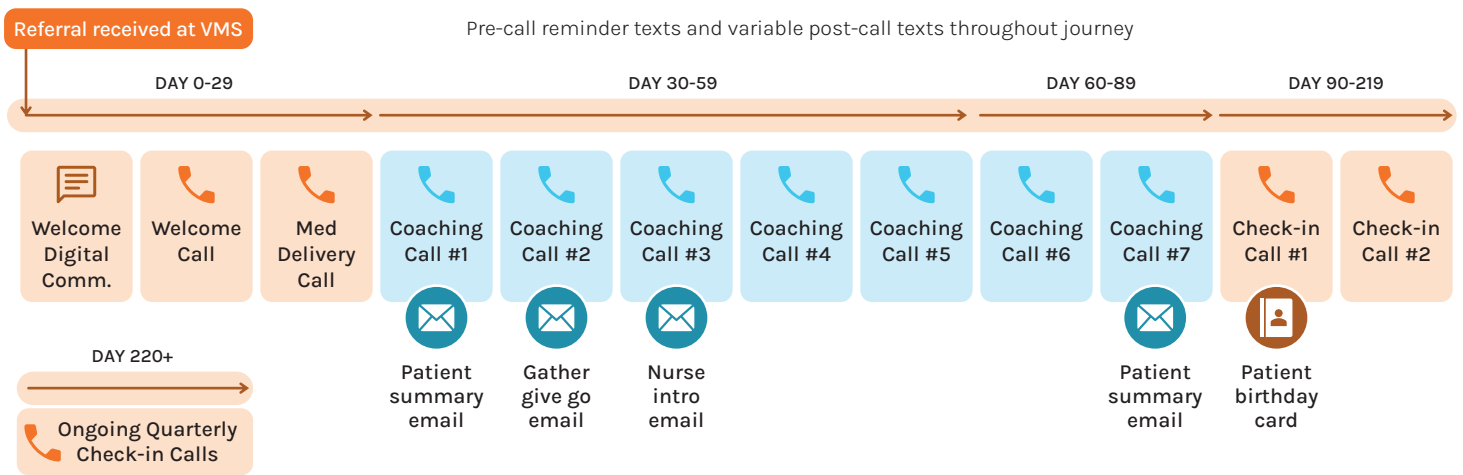
CONFIDENCE AND KNOWLEDGE

4.7/5 reported patient confidence	4.8/5 reported patient understanding
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IMPACT

90% self-reported adherence

PROGRAM DESIGN: PATIENT JOURNEY



INNOVATION IN THE PROGRAM

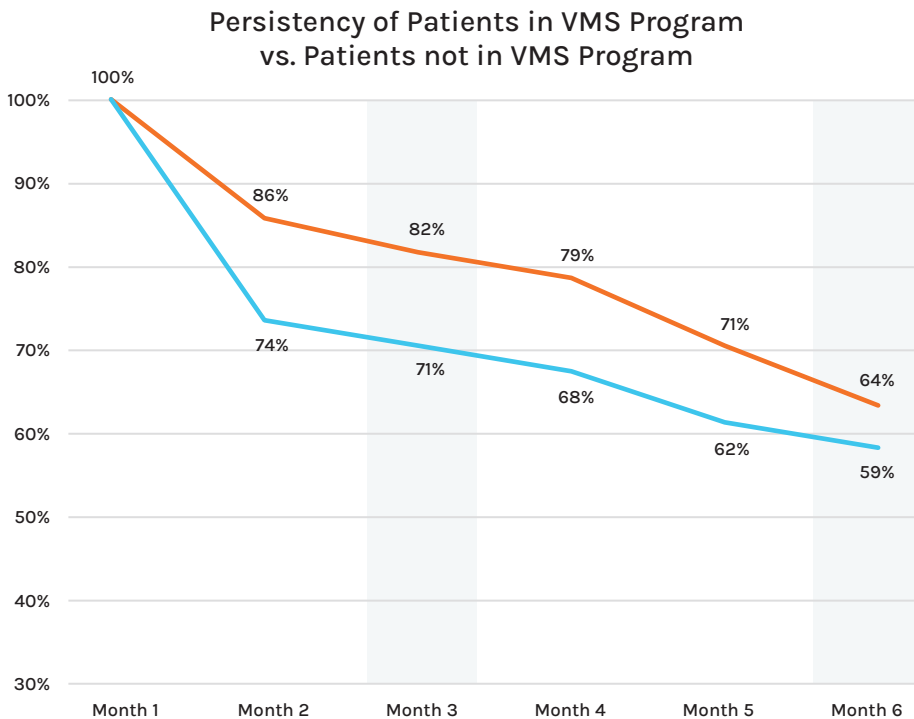
Predictive analytics to personalize journey and topics discussed

Check-in communication if dispense is not meeting the intended timeline

Distinct journey for new, restart, discontinue, and at-risk patients

Medication reminders to help patients overcome logistical barriers

CLIENT MEASURED IMPACT ON ADHERENCE



At 90 Days:
Patients in VMS program had an 82% persistency rate vs. 71% for non-VMS program patients, a 15% lift.

At 180 Days:
Patients in VMS program had an 64% persistency rate vs. 59% for non-VMS program patients, an 8% lift.

Persistency rate is defined as the percentage of a cohort of patients (those who started the medication therapy at the same time) who remain on therapy over time. It is the key quantitative measure of patient retention.