



One Voice™



RE-IMAGINING THE IDEAL PATIENT EXPERIENCE: THE ONE VOICE SINGLE-POINT-OF-CONTACT MODEL

With the growing complexity of specialty pharmaceuticals coming to market, greater industry focus on delivering a superior patient experience, and shift in pharma teams wanting *outcomes* more than *activities*, many biopharma companies are looking to their solution providers for services to holistically address patients' needs from the moment they start on therapy to when they have questions and concerns during their journey on therapy months later.

One Voice™ is a high-touch, data driven, technology-enabled patient support platform that connects patients to an experienced and trained Clinical Nurse Educator as a single point of contact during the entire treatment journey. Using our specially designed proprietary systems that provide a holistic view of each patient, the VMS nurse guides and connects patients to the appropriate resource – from how they will pay and receive their medication to the later parts of the journey when they need health coaching to remain adherent.

Before One Voice, many patients starting on a new medication were required to interface with a

variety of stakeholders beyond their HCP to successfully start and stay on therapy such as a HUB, specialty pharmacy, copay provider, and other vendors. Each of these entities would address one aspect of the patient's needs; however, none would be responsible for being a consistent, ongoing point of contact for the patient.

For example, after a HUB completes its benefits investigation and verification for patients, there is no ongoing relationship between the HUB and the patient. This experience of having to get support from multiple entities – starting and stopping at different points along the way – is fundamentally disjointed and messy for patients, which may lead to issues such as prescription abandonment or discontinuing therapy once they've started.

Leveraging seamless integration

Rather than thinking about what would be most seamless and easy for patients, the biopharma industry and solution providers often have been more focused on operational efficiency, allowing each entity to play its role without creating a

unified experience for the patient. With the One Voice platform, patients are empowered and supported by a specific VMS nurse they can trust and rely on to have the information and resources necessary to help them get through each stage of the treatment journey.

Additionally, our predictive models score patients based on their adherence-risk profile and then fine tune the journey. For example, patients with a high risk of being non-adherent require a different type of support vs. those who are less likely to be non-adherent. Flexibility to make changes in the approach as it relates to the number of touchpoints, frequency of touchpoints, type of touchpoints and messaging within those is embedded in the process.

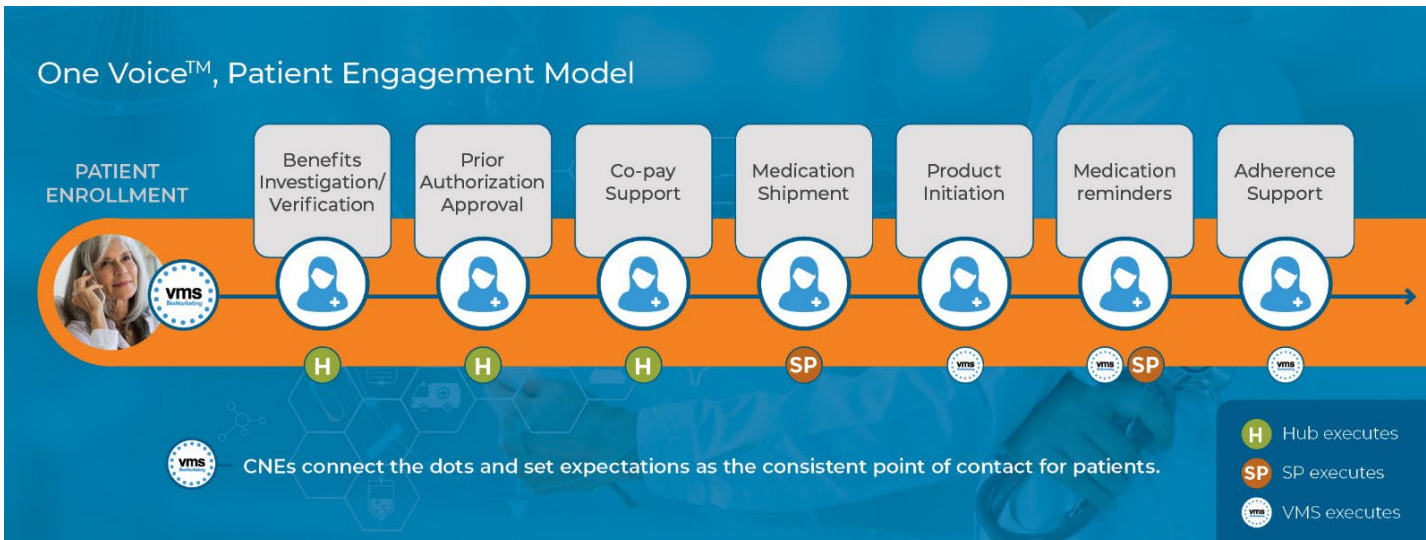
VMS Clinical Nurse Educators are also equipped with behavioral health tools that are designed,

based on scientific evidence, to deliver engagements that lead to behavior change.

The One Voice infrastructure

A holistic picture of patients lies within the Health Cloud service from Salesforce, a global CRM platform that is flexible, responsive, and uniquely configured to enable delivery of rich patient and HCP engagements through multi-channel communications, including text, chat, video, and phone.

The Health Cloud solution brings disparate data sources together to provide a unified view of the patient, allowing nurses to connect in a personalized way that drives lasting behavior change – all while improving operational efficiency of programs, ensuring the highest levels of security and compliance, and gaining access to key insights to guide strategy and program enhancements.



From a technology perspective, VMS built integrations and data transfer flows into a variety of HUBs, SPPs, copay programs and other entities that still do work on behalf of the patient in the background.

Coordination and collaboration across all patient services providers including the HUB, SPPs and others that work with the pharma company are essential. Otherwise, barriers to adoption may be significant because each of the other solution

providers may feel as if their role is being diminished. To the contrary, each support entity continues to play the same role in supporting the patient, with the only difference being that rather than having multiple touchpoints for the patient that starts and stops, the VMS nurse becomes the consistent, ongoing resource who helps the patient navigate through all key aspects of their journey. All of the same support entities that helped the patient before continue to be a part of the services ecosystem, but by integrating the entire experience,

there are operational efficiencies gained across all solution providers. Specifically, One Voice platform ensures there isn't duplicative work happening across the HUB, SPP and copay programs for example. With an integrated experience, each player is able to get a holistic view of the patient, removing the need to ask patients many of the same questions multiple times and instead using each touchpoint to deliver an impactful engagement that is value additive.

Adherence and Satisfaction Results¹

The impact of One Voice on patient outcomes:

- **40.5% increase** in patient persistency vs. internal benchmark at 6 months as measured by the pharma client's analytics team
- **18.0% increase** in patient persistency vs. internal benchmark at 4 months as measured by pharma client's analytics team
- **96.2% compliance rate** at 6 months as measured by pharma client's analytics team

The superior patient experience through One Voice:

- **4.9 out of 5 average patient response** to experience with a VMS nurse in One Voice program
- **4.7 out of 5 average patient response** to whether the VMS nurse in the One Voice program answered all of their questions regarding therapy
- **4.8 out of 5 average patient response** to being confident in continuing the therapy

¹ VMS BioMarketing data on file.