



**Company:** \$3B

**Therapeutic Area:** Neuroscience (ALS)

**Year Partnership Began:** 2017

### CLIENT NEEDS



#### Challenges for Healthcare Providers

- First product innovation in the ALS space for 50+ years
- Delayed diagnosis and misdiagnosis are frequent in ALS
- Difficult, emotional discussion about ALS and treatment with patients and caregivers
- Complex logistical steps are required to start patients on ALS therapy
- New clinical practice of identifying and coordinating care with infusions sites that administer therapy



#### Challenges for Patients and Caregivers

- Receiving the ALS diagnosis is a death sentence
- Patients feel a loss of identify, suffer from depression and anxiety, and are often misunderstood by others
- Significant caregiver emotional burden
- Frustration with the arduous effort required just to get started on therapy
- Limited motivation for patients to keep going because treatment only slows progression



### THE VMS HCP SOLUTION

The client leveraged the RightStart™ platform to deliver education and training to nurses and office staff, helping staff successfully identify, diagnose, start, and keep patients on therapy.



VMS field-based Clinical Nurse Educators with extensive neurology/ALS experience and backgrounds



Office profiling and market conditioning in target ALS neurology offices ahead of product approval



Curriculum-based education and training to neurology nurses and office staff following product approval on topics that address identified HCP challenges



Evolution of support into infusion sites to better equip nurses and office staff to manage ALS patients on therapy



Feedback loop from patient support program back to the neurology office to drive a more progressive patient and HCP dialogue

## THE VMS PATIENT SOLUTION

The client leveraged the OneVoice™ platform to deliver personalized and dynamic patient and caregiver engagement that optimizes the mix of human and automated connection, helping patients navigate their ALS and therapy, and progress in their journey.



Consistent VMS Nurse Navigators engaging in-person and virtually with ALS patients and caregivers from the time of diagnosis on, to address patient challenges, needs, and barriers.



Use of both human and automated interventions that spanned clinical, logistical, financial and emotional types of support.



Delivery of a personalized patient journey, enhanced through advanced predictive analytics, to maximize the patient experience.



Use of dynamic, just-in-time patient engagement, powered by real-time data sources to intervene at the right time.



Uniquely designed caregiver support journey to complement patient interventions.

## RESULTS

VMS delivered a superior patient and caregiver experience, while maximizing the client's investment in patient support and HCP education and training.

### **RightStart™ HEALTHCARE PROVIDER**

**11K+** HCPs engaged since inception of the program

**63% INCREASE** in confidence to advise ALS patients and their caregivers

**67% INCREASE** in confidence to manage ALS patients on client therapy

**70% INCREASE** in knowledge and understanding about ALS disease ALS therapy

### **OneVoice™ PATIENT AND CAREGIVER**

**8K+** patients engaged since inception of the program

**34% REDUCTION** in first Rx abandonment versus average

**50% INCREASE** in infusion units for patients in VMS program

**42% INCREASE** in patient likelihood to continue ALS treatment

**97% INCREASE** in patient knowledge level around ALS and ALS treatment

"Your visits and calls have personally helped me manage my fears and worries about my disease. Our journey together has added to the hope that [Brand Name] gives me."  
- ALS Patient in VMS OneVoice Program

"It is so difficult to get answers from anyone. No one explains things. I'm going to take this one day at a time and make the best of each day. I appreciate this more than you'll ever know."  
- ALS Patient in VMS OneVoice Program