

OneVoice™ RightStart™

Company: \$3-4B
Therapeutic Area: Neuroscience
Approval Date: 2020

Original Support: Hub Nurses
Expansion with VMS: Late 2021
VMS Products: OneVoice + RightStart

 <p>Original State Company received product approval in 2020, and by mid-2021 had an expansive patient support program in place, including a 3rd party HUB Nurse Case Manager team to support patients virtually</p>	 <p>Opportunity Build on the foundation already in place to increase the competitive advantage, and improve brand performance by adding patient and HCP support in the field to deliver impactful engagements</p>	 <p>VMS Approach Pilot the impact of Clinical Nurse Educators (CNEs) supporting patients at treatment initiation, providing education, and closing the loop with HCPs, all while coordinating with the HUB nurses and sales team</p>
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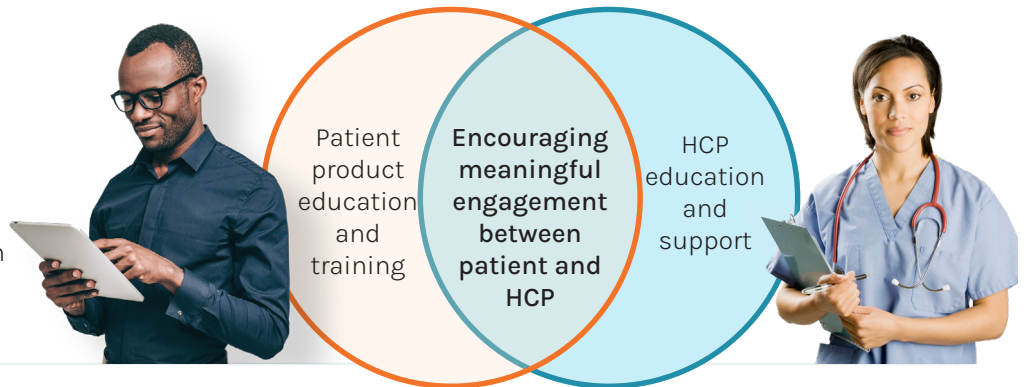
PROGRAM OVERVIEW

Program objectives:

- Minimize abandonment and maximize compliance and persistence for patients initiating therapy
- Maximize the opportunity to ensure patients prescribed [PRODUCT] get off to a good start
- Elevate the patient support program and establish a new standard of field support for patients

SOLUTION

THE ROLE OF THE FIELD NURSE EDUCATOR

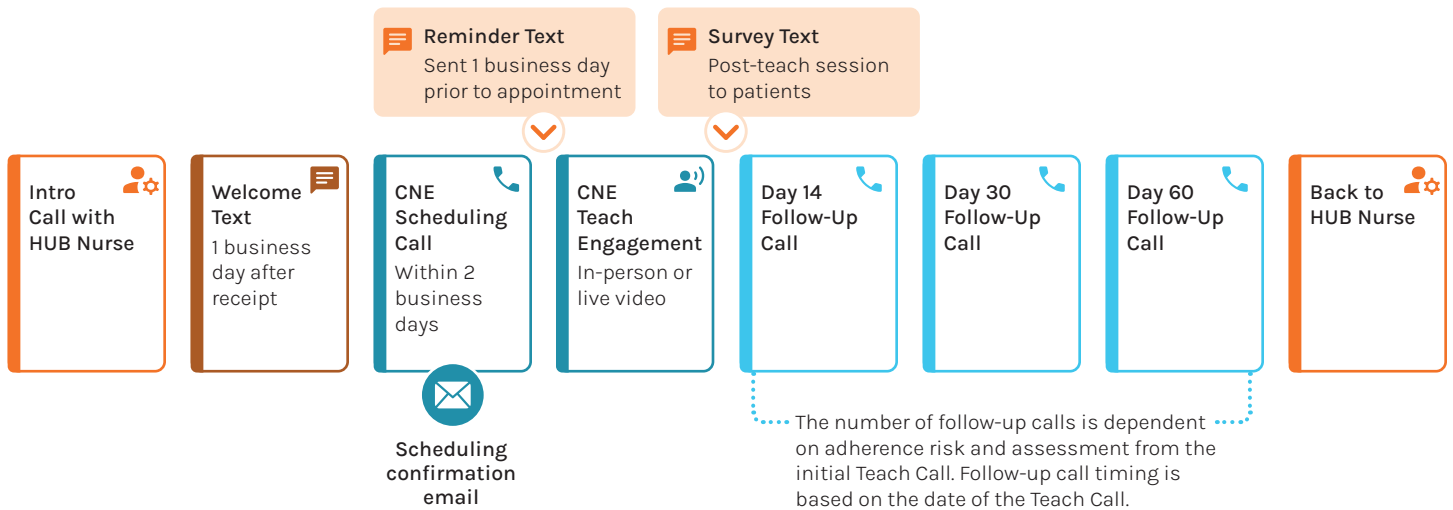


2022 PERFORMANCE

<p>ENGAGEMENT</p> <p>727 patients received</p> <p>2,544 total HCP Engagements</p>	<p>SATISFACTION</p> <p>9.6/10 patient satisfaction rating</p> <p>4.9/5 HCP satisfaction rating</p>
<p>CONFIDENCE AND KNOWLEDGE</p> <p>4.95/5 reported patient confidence</p> <p>4.97/5 reported patient understanding</p>	<p>CLIENT-MEASURED IMPACT</p> <p>>5% increase in first fill rate</p> <p>>5% increase in second fill rate</p>

PROGRAM DESIGN

OneVoice™
PATIENT JOURNEY



RightStart™
HCP JOURNEY



INITIAL

- Introduce CNE
- Explain the support program, its elements, and the CNE role
- Build the foundation for an effective professional relationship



DISCOVERY

- Understand the patient support needs to address
- Determine communication preferences
- Understand patient profile and current treatment protocol



HCP IN-SERVICE

- Patient support program overview
- Setting treatment expectations
- Dosing and administration
- Resources available



FOLLOW-UP

- Provide regular follow-ups
- Provide patient teach engagement summaries
- Address new questions from HCPs
- Train new HCPs