

As a leader in adherence interventions, VMS continually conducts primary and secondary research to identify the latest trends in the behavioral health space to inform the design of our Clinical Nurse Educator programs, prioritization of our product development roadmap and investments into new solution offerings. Below are some of our recent findings.






PRIMARY RESEARCH

Connecting with key stakeholders to understand the support needs of patients that drive behavior change

REAL-WORLD OBSERVATIONS






NURSES



-  **Frequent adherence check-ins** allow for ongoing patient assessment that supports continued success on therapy.
-  **Using data to trigger proactive outreach** helps to mitigate concerns, issues and potential discontinuation from medication.
-  **Checking in at the 1 year mark** is appreciated by patients because they like to be proactively thought of.
-  Regardless of the journey, **the patient's unique needs** must be taken in to account, especially as it relates to emotional support and goal setting.
-  **A flexible approach to support** that is individualized to the patient is more impactful than following a script.





PATIENTS

-  **High touch support during onboarding** is needed, including having someone available for support during my 1st dose.
-  **Having a consistent, go-to person** throughout the treatment experience is appreciated.
-  Patients want to be asked **what communication channel they prefer to get support through** and then receive support in that way.
-  Disease state education is important, but **so are the lifestyle factors and how they impact my condition.**
-  **The social factors that play into a disease should not be overlooked**, and help is needed in this area to overcome barriers.

SECONDARY RESEARCH

Analyzing hundreds of sources to support real-world observations with research conducted by credible 3rd parties

KEY FINDINGS

-  Digital and mobile patient support tools must be integrated with human interaction. **“Digital health is a balancing act – we want to leverage high-tech while we preserve high-touch. Digital health can extend the person-to-person experience.”** 
-  Patient support interventions should be longer term to drive sustainable change. **“Educational and attitudinal interventions evolved over time to be more effective in follow-ups greater than 7 months.”** 
-  Interventions should be personalized, inclusive of communication preference. **“We can improve digital health efforts by delivering experiences that are more personalized and precisely tailored for each patient.”** 
-  Ongoing reminders are beneficial if combined with high-touch interventions. **“Nudges are designed to move behavior a slight amount through triggers. If the motivation and ability are both too low, it might mean that the nudges don't work at all.”** 
-  The number of interventions required varies based on patient adherence risk. **“Intervention does make a difference, measured as the number of times. Larger intervention does tend to be more effective.”** 
-  The length of and time between each intervention is critical. **“Longer interventions with frequent repetitions (vs. shorter interventions, with fewer repetitions) tend to be most successful because they are most likely to lead to the formation of strong habits.”** 