

In the past 18 months, many biopharma companies have integrated nurse-provided home health services into their patient support offering as the market for these services grows rapidly. As patient preference continues to favor in-home care, and these models deliver great benefits to providers, companies are realizing the importance of this treatment pathway as an option to reduce prescription abandonment and improve adherence. Best-in-class providers, with national nurse networks, high quality infrastructure, and custom-built technology platforms are helping biopharma deploy national home health programs that integrate seamlessly into their existing models.

MARKET TRENDS INFLUENCING RAPID ADOPTION OF HOME HEALTH

Persistent Impact of Pandemic

140%

growth of home health patient visits above pre-pandemic levels in 2019.¹

Shift in Patient Preference

77%

of adults 50+ prefer in-home care to manage their health based on a 2022 survey.²

Growth in Providers and Services

7.9%

expected CAGR of home health care market through 2023, most recently valued at \$320B+ in 2021.³

Proven Improvement in Outcomes

33%

fewer hospitalizations, and 22% reduction in cost demonstrated through studies measuring impact of home health care for patients.⁴

HOME HEALTH BENEFITS

- ✓ Convenient, easy and safe
- ✓ Less reliance on caregivers
- ✓ Better medication outcomes
- ✓ Personalized
- ✓ Cost-effective







“In addition to consumer preferences for receiving home-based rather than facility-based care, research indicates that home health has the potential to unlock higher-quality care for consumers.”






— McKinsey and Company



HOME HEALTH SERVICES OFTEN INCLUDED IN PATIENT SUPPORT PROGRAMS

-  Product administration
-  Monitoring and observation
-  Diagnostic testing
-  Clinical assessments
-  First dose observation (FDO) programs
-  Injection training
-  Adherence support

WHAT BIOPHARMA IS LOOKING FOR IN ITS HOME HEALTH CARE SOLUTION PROVIDERS

-  National network reaching all 50 states
-  Specialized nurses with required licenses
-  Best practices for compliance, quality and safety management
-  Integration with existing patient support ecosystem
-  Technology for scheduling, patient progress tracking and reporting