



Company: \$2B+ in Revenue

Therapeutic Area: CAR-T (Oncology)



Community Hematology Oncologists lack CAR-T awareness, knowledge and comfort that Clinical Nurse Educators can address.

NEED

Gaps in community oncologists' understanding of:

- CAR-T therapy in general
- Differences between current CAR-T therapies
- Ideal patients for CAR-T therapy
- The process to refer patients for CAR-T therapy
- Their role and responsibilities during and after CAR-T therapy is started

This lack of awareness and comfort directly impacts community oncologists' ability to refer appropriate patients to authorized treatment centers.

There is a need for education and training to be directed to community oncology practices.

SOLUTION

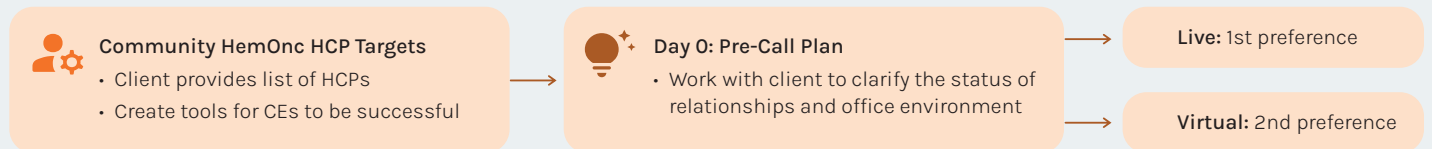
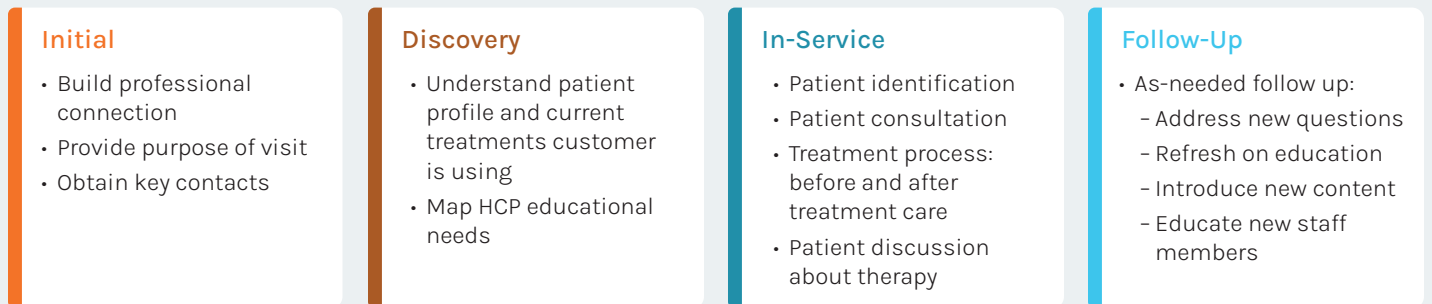
Leverage oncology nurse educators (ONEs) because ONEs have:

- Clinical credibility
- An ability to relate given experience in similar roles
- Proficiency to engage in relevant peer-to-peer discussions
- Increased time with HCPs and higher level of receptivity
 - On average, VMS ONEs interact with 7.2 oncology HCPs/day vs. oncology sales rep average of 2.3/day
- The ability to easily integrate with existing field-teams while also filling an educational role

Oncology nurse educators are proven to deliver effective education and training.

PROGRAM DESIGN

Multiple encounters and interactions over time



RESULTS

ENGAGEMENT AND SATISFACTION

High reach demonstrates the need for this education within the oncology space.

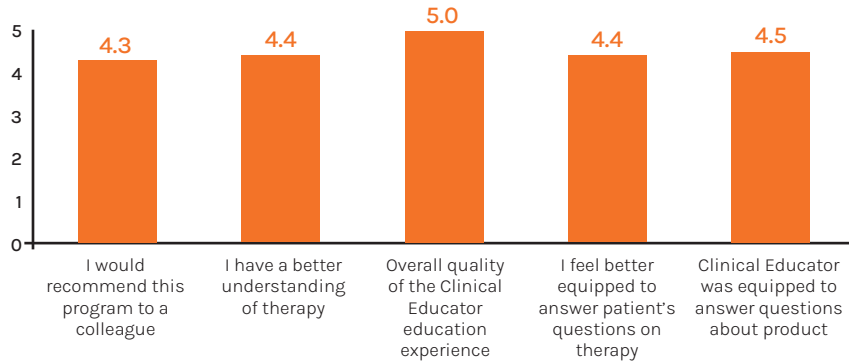
2,036

total HCP engagements in 3 months

41%

completed with high-priority targets as identified by the client

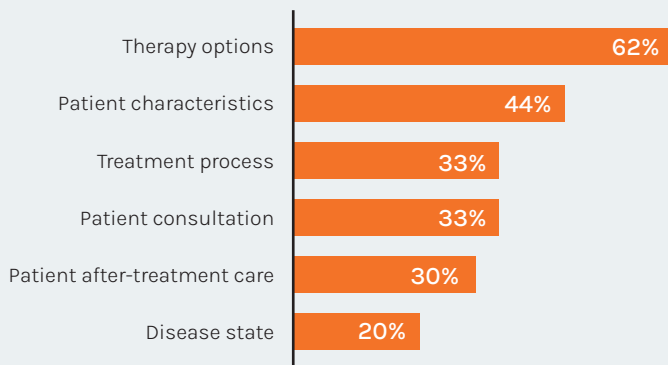
High satisfaction scores indicate that HCPs value the education and support being provided by ONEs.



TOPICS AND ATTENDEES

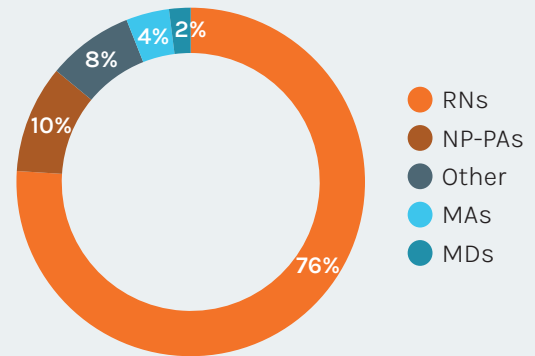
Treatment options, patient profile, and treatment were the top 3 topics discussed.

In-Service Topics Discussed



The distribution of attendees was inclusive of nurses, physicians, and office staff.

Attendee Type - All Engagements



RESULTS: PRE/POST KNOWLEDGE AND CONFIDENCE

Pre/post survey results demonstrate a high level of impact with a **192% increase in knowledge about therapy** after an engagement.

● Pre-program
● Post-program

