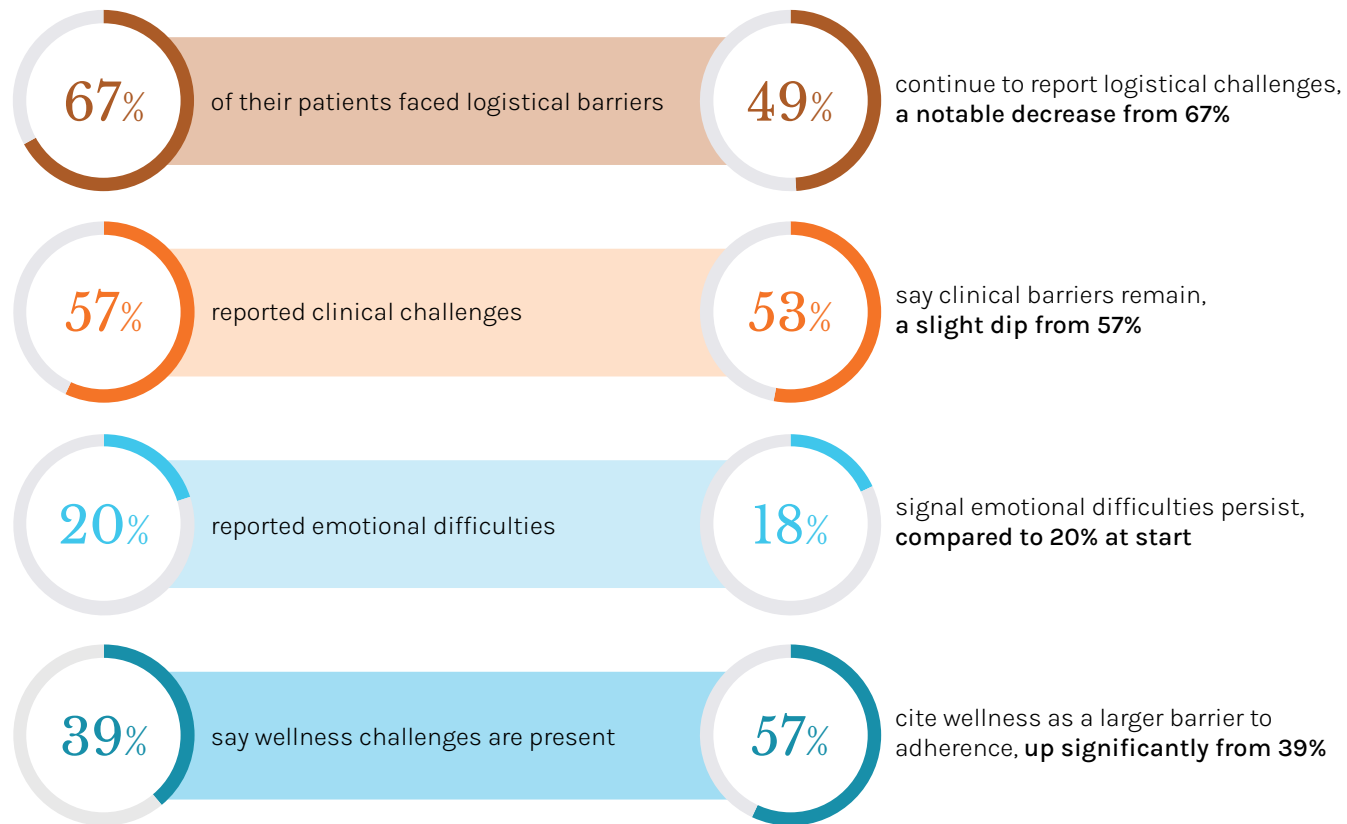


There is a critical need for education, health coaching, and holistic support for patients starting on specialty medications, as identified in the VMS BioMarketing annual market study of healthcare professionals (HCPs). These challenges go beyond access and affordability; they include clinical, logistical, emotional, and wellness burdens. Please contact VMS for the full report.

Critical Patient Support Needs

Surveyed HCPs reported the varying challenges for patients starting medication:



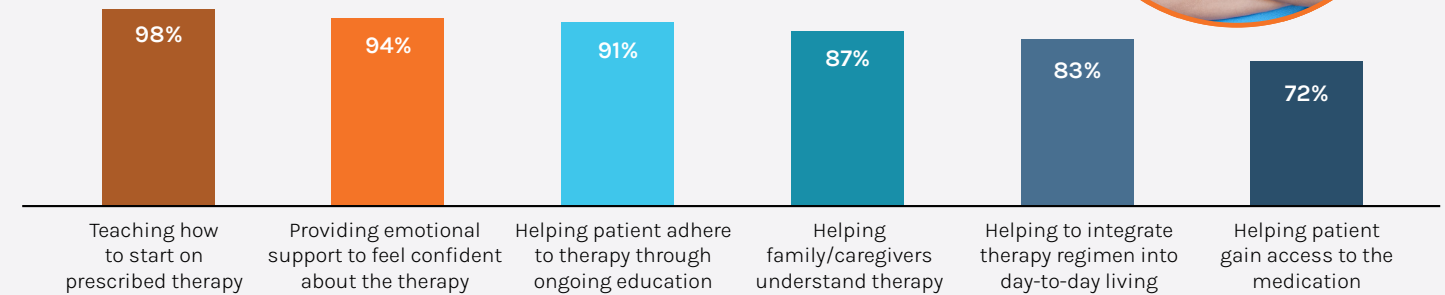
Clinical support can educate patients in these areas, and logistical support can assist patients' navigation of the complex healthcare system to ensure they first fill and then have a foundation to stay on the therapy.

CNEs Ideally Suited for Support

HCPs say Clinical Nurse Educators (CNEs) can play a pivotal role in providing primary-point-of-contact support to patients starting therapy. Their multi-faceted benefits have been shown to improve both the patient experience and medication outcomes.



HCPs reporting areas CNEs can provide benefits to patients



The Best Support Is Ongoing

Healthcare providers believe continuous support for both patients and HCP staff is key to increasing knowledge and confidence in both groups.

93% of HCPs notice a significant change in patient confidence when they receive ongoing health coaching vs. one-time support.



Key support interventions for patients include:

- Barriers to medications adoption
- Challenges in therapy adherence
- Timely support at key stages

96% of HCPs reported that it was important or very important to receive education and training continuously in their office vs. one time.



Reasons for continuous HCP support:

- Keeps the knowledge on top of their mind
- Assimilating everything in one-time training can be difficult
- Ensures staff turnover does not open a gap in knowledge