

Case Study Series

Clinical Health Educators Increase Adherence Rates

Case Study #01C-013-CHE

Client:

Top-25 global pharma company

Product:

Self-injected neurologic product

Critical Challenges:

- Low patient adherence rates for this self-injected neurologic
- Frequent product switching within therapeutic category
- Lack of coordination with existing in-territory contract nurses

Goal:

Improve patient adherence (compliance) and retention via:

- Injection training
- Patient disease state education and support
- Physician and office staff education

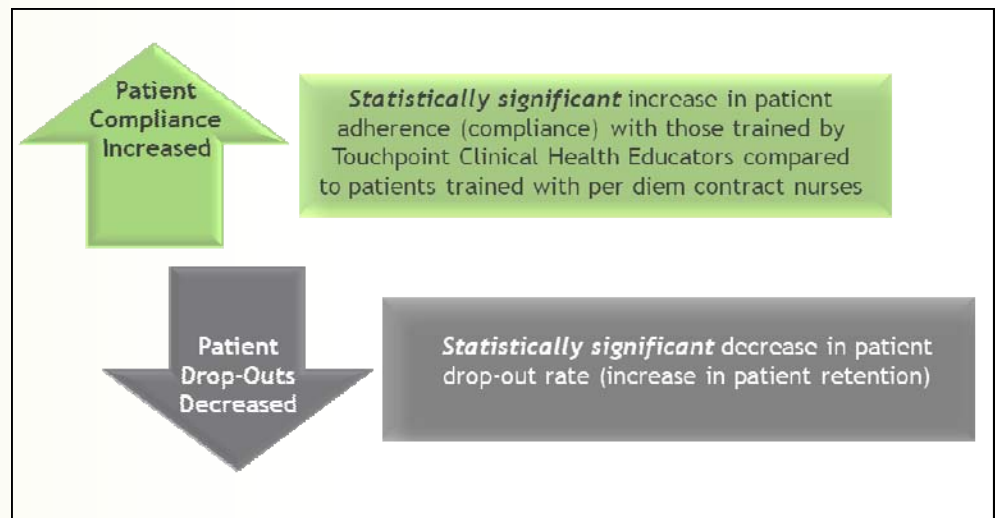
The Touchpoint Clinical Solution:

- Deploy an initial team of 12 clinical health educators in key MSAs nationwide
- Registered nurses (RNs) were deployed for this clinical health educator team

Project Expansion:

- Just 6 weeks post-launch, client began discussions on team expansion
- Client expanded the program, adding additional clinical health educators 8 months post-launch
- Client expanded the program again 12 months post-launch, with an additional 9 clinical health educators and 2 regional field managers for a team total of 25
- Client extended contract for an additional year

Clinical Health Educator Team Exceeds Goals; Client Extends and Expands Program



Clinical Results at 17 Months:

Statistical Results:

- 13,364 physician/staff visits conducted
- 1,427 physicians enrolled in health education program with 89% enrolled in program at first visit
- 3,450 initial patient self-injection trainings conducted
- 4,298 patient follow-ups completed
- 535 educational programs conducted with physicians, patients, and support groups

Patient Adherence and Retention Results:

- Statistically significant increase in patient adherence (compliance) vs patients trained by per diem contract nurses
- Statistically significant decrease in patient drop-out rate
- Based on these significant results, client extended and expanded the Touchpoint Solutions clinical health educator program

For more information, call Business Development at 866.616.4777 or eMail us at Impact@TouchpointSolutions.com