

Clinical Health Educators Cultivate Key Partnerships

Case Study #01C-024-CHE

Client:

Top-5 biopharma company

Product:

Portfolio of 2 infusion-delivered bleeding-disorder products, one of which had been newly launched

Challenges:

- Disease-state education is critically important to this patient population due to high morbidity associated with poor disease management
- Marketplace's familiarity and comfort level with well-established competitive treatment options
- Competition had already established successful clinical health educator (CHE) teams in this space
- Client was newly executing a CHE team

Objective:

Increase engagement and educational partnerships with 4 key disease-state stakeholders in order to educate patients:

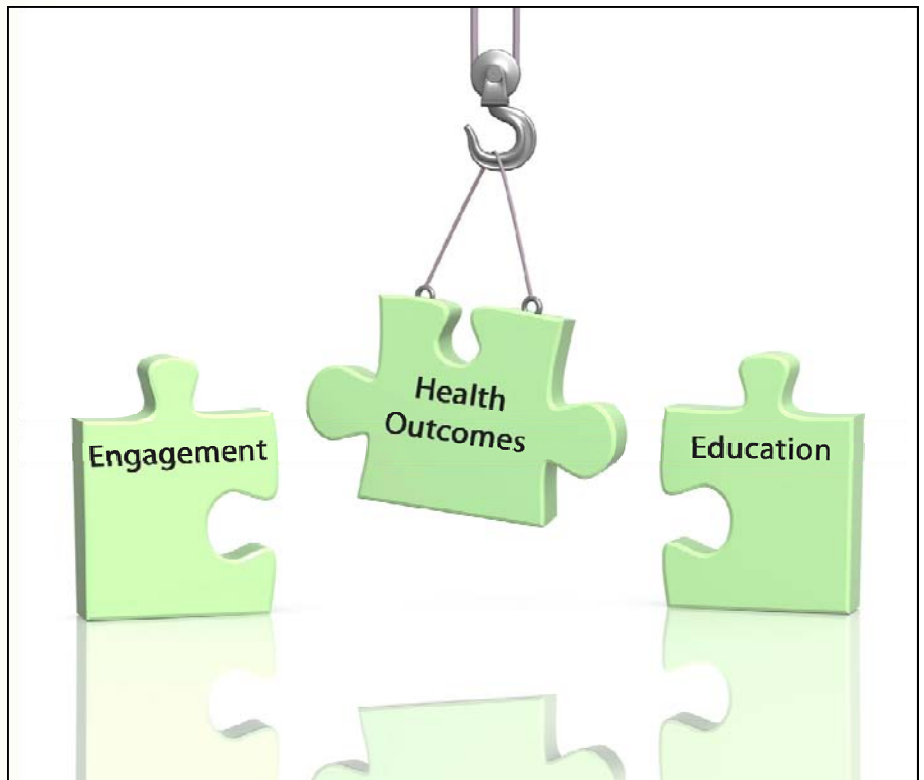
- Therapeutic treatment centers
- Local disease-state foundations
- Specialty pharmacies
- Specialist physicians (who are not affiliated with treatment centers)

The Touchpoint Clinical Solution:

Recruited, hired, trained, deployed, and performance-managed team of 6 CHEs in key MSAs nationwide

- Developed highly customized job profile for RN-credentialed CHEs to ensure alignment with program goals
- Partnered new CHEs with client sales representative counterparts for first 6 months to ease transition into difficult-to-penetrate key accounts

Clinical Health Educators Engage Key Targets In 872 Educational Events Over 7 Months



Results:

- During the first 7 full months of field activity, the 6 Publicis Touchpoint Solutions clinical health educators planned and executed 872 educational events partnering with key treatment centers, home health agencies, and advocacy group chapters to deliver educational programs to key stakeholders
- After 6 months of observing and measuring its impact, client announced an immediate 50% expansion of the clinical health educator program

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