



EVERSANA™

# FACILITATING POSITIVE PATIENT OUTCOMES AT THE FRONTLINE

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In this new era of outcomes-based healthcare, new therapies are becoming more complex, specialized and data-driven. Demonstrating real-world evidence of a brand's therapeutic success is dependent on identifying the right patients and sustaining their long-term adherence. As clinical experts deployed to the frontline, how can Medical Science Liaisons (MSLs) contribute to facilitating these positive patient outcomes?

## Identify the Right Patients for the Right Therapy

In our previous experience as registered nurses, MSLs were deployed to bring scientific exchange and education to providers on new and changing therapies for their patients; outline primary and secondary endpoints in the clinical trials; and explain proper usage, dosing and administration. As more innovative therapies enter the market, MSLs must now effectively:



Establish and maintain influential peer-to-peer relationships with KOLs at major academic institutions and clinics



Aggregate clinical and academic intelligence from these leading physicians



Translate insights to effectively identify which patients would best benefit from therapy, promote proper utilization, and detect adherence barriers



Communicate HEOR data to providers and payers

Through this collaboration, various stakeholders will gain a solid understanding of the brand's impact and where it puts them on the value continuum. In addition, establishing a dynamic feedback loop will illustrate strong clinical evidence of positive outcomes and ensure the safe and effective usage of the therapy.

## Develop Actionable Insights Into The Patient's Journey

On the frontline, MSLs learn how patients respond to therapy, report on adverse events as necessary, and gain constructive provider feedback. These firsthand, actionable insights serve as a catalyst for enhancements in patient education, commercial marketing messages, and payer strategies. Their unique perspective in the patient journey allows them to co-create targeted patient services programs to further improve safety, compliance, and adherence.

## Activate and Sustain Patient Adherence

EVERSANA recently helped a specialty pharmaceutical company recruit, hire, train and deploy a clinical field team to promote a urological orphan drug. In partnering with EVERSANA and this team of healthcare professionals, the client launched a customized, fully integrated commercial platform to support patients and providers; improve access, affordability and adherence; and manage product preparation, storage and at-home delivery.

One voice united under one ecosystem cultivated a best-in-class experience and significantly increased patient adherence. In fact, more patients were staying on the therapy than ever before and the client generated data to demonstrate the brand's impact on the patient population.

The role of the MSL is evolving, but their goal remains the same: optimize medical value so the right patients get the right therapy at the right time. Manufacturers can establish the safe and effective usage of their brand at launch by incorporating MSLs' unique perspective during product development and commercial planning. Integrating their actionable insights of the patient's journey to make continuous improvements will further increase the trajectory of patient adherence, and ultimately, facilitate more positive patient outcomes.

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### About EVERSANA™



EVERSANA is the leading independent provider of global services to the life science industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product lifecycle to deliver long-term, sustainable value for patients, prescribers, channel partners and payers. The company serves more than 500 organizations, including innovative start-ups and established pharmaceutical companies to advance life science solutions for a healthier world. To learn more about EVERSANA, visit [EVERSANA.COM](https://www.eversana.com) or connect through [LinkedIn](#) and [Twitter](#).

