

# Maximising Activation and Adherence: Education and Support Programme for Cystic Fibrosis Launch

## Situation

Following a difficult launch in U.S. with a 40% drop-off in adherence in the first six months for a new cystic fibrosis therapy, the launching company wanted to address this issue for launches outside the U.S. They also wanted to address a perceived workload increase for the HCPs involved.

Before treatment, patients were often very ill, requiring multiple hospital admissions, extensive physiotherapy, and experiencing negative impacts on their education and social life. Crucially, during the initial three months under the new treatment regimen, patients might see their condition deteriorate before getting better. Education and support for patients, their families, and HCPs was therefore needed.

## Solution

A bespoke PSP was delivered by a highly trained, dedicated nurse team. The dual goals of the PSP were supporting HCPs when initiating patients onto

treatment and supporting patients and their families for the first 12 months on treatment. The first twelve months are known to be critical for establishing patient adherence although some patients stayed on the program longer if they needed further ongoing support. The programme was delivered by a highly trained, dedicated nurse team. Initially it was face-to-face, with the nurses conducting home visits, but after the COVID-19 outbreak was switched to remote-only without a noticeable drop in KPI metrics.

*“The PSP has been a fantastic resource to my team during a very difficult 18 months, the communication from the nurses has been excellent and the support provided to our patients and their families has been first class”*

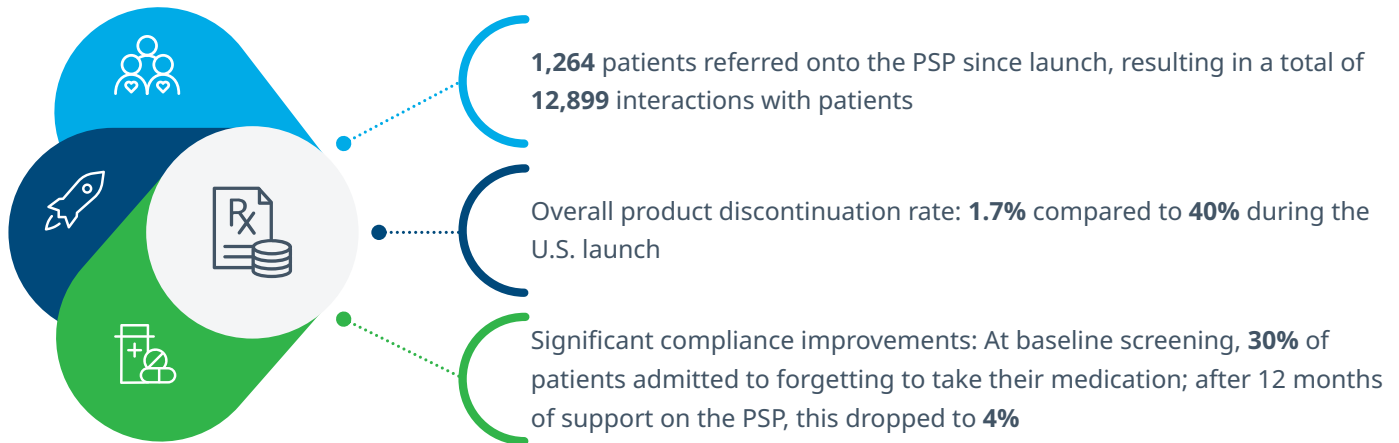
— HCP feedback



## Outcomes

The overall product discontinuation rate was 1.7%, compared to 40% during the U.S. launch. Compliance also improved significantly. During the baseline screening, 30% of patients admitted to forgetting to take their medication, but after 12 months of support on the PSP, this had reduced to 4%. As additional products were launched and indications extended, the PSP has been made available to the new patient populations as well.

## Key statistics



*“Being part of the PSP has really helped me get into a routine with my medication and understand the importance of taking it everyday... The education sessions have been really beneficial and have provided information that I was not aware of. The hospital just gave me a booklet and told me to take the tablets with fatty foods...The medication is wonderful and I am very grateful to IQVIA”*

— Patient feedback

## Putting patients first

At IQVIA, we partner with you to deliver comprehensive patient engagement and support services focused on safety, quality, and compliance. **[IQVIA Patient Engagement and Support](#)** services aim to improve awareness, access, affordability, and adherence to treatments through our insights-driven, personalized solutions, which enhance the patient experience and ultimately help people live happier, healthier lives. With over four decades of expertise serving health systems and patients, IQVIA’s teams are prepared to be your trusted partner in ensuring comprehensive care from start to finish and improving patient health outcomes.