

# StayHome Project: Implementing Proximity Care for Multiple Sclerosis Patients

*IQVIA has collaborated with Biogen to define and implement a new care delivery model for Multiple Sclerosis patients*

## Situation

Multiple Sclerosis (MS) affects around 137,000 people in Italy, making it one of the most common chronic neurological diseases. Its unpredictable and disabling nature requires continuous, multidisciplinary care. Today, MS centers act as the main hubs of management, but many elements of the care pathway could be delivered closer to patients through territorial services. Past year's reforms and investments are pushing towards more integrated, community-based care, with MS centers increasingly called to coordinate services beyond the hospital setting.

**Average distance of 36 km from MS centers, almost 1h of travel for both patient and caregiver**

Almost 10 accesses to MS Center/year



**Follow-up visits**



**MRIs**



**Therapy pick up/infusions**



*“We work in close collaboration with AISM,<sup>1</sup> which represents the needs and priorities of people with MS, and with the SIN,<sup>2</sup> which brings together leading clinical and scientific expertise in neurology. This synergy aims to make care more effective and accessible.”*

— Sveva Sanzone, Senior manager Regulatory affairs, Biogen Italia

## Challenge

Despite this shift, Italy still lacks a comprehensive model that translates the evolving paradigm of MS management into practice. To address this, the StayHome initiative strived to bring together multiple stakeholders, including neurologists from different Italian regions, scientific societies, and patient associations, to define a practical, shared direction for the future of MS care.

<sup>1</sup>Italian Association of Multiple Sclerosis

<sup>2</sup>Italian Neurology Society

## Solution

The StayHome project was launched in 2021 and carried out over four years, through 2024, to develop and test a more flexible and integrated model of care, strengthening the role of territorial services and fostering the creation of a coordinated MS network. The IQVIA team provided strategic guidance, methodological expertise, and hands-on program management to drive this transformation.

## StayHome as a bottom-up lab of organizational innovation in MS, with nationwide diffusion



**14 MS Italian centers in 9 regions**



**+ 150 HCPs actively involved**



**+ 16.000 MS patients benefitting from proximity care pathways**

Specifically, our support focused on:


- **Patient pathway and roadblock identification:** Developing a proximity care pathway blueprint and defining a framework for MS center assessment
- **Assessment of 14 MS centers:** Mapping patient pathways with healthcare professionals and collecting data to understand organizational models and patient flows
- **Tailor-made improvement plans:** Co-designing personalized roadmaps with each MS center to implement proximity care in practice
- **Proximity care enabling tools (executions):** Designing and piloting practical tools to support the shift toward territorial care delivery. Three key areas were addressed: inter-organizational pathways, mapping of territorial services, and development of digital tools for KPI monitoring
- **Impact measurement:** Monitoring both qualitative (maturity model) and quantitative (KPIs) improvements at 3 and 6 months

Throughout the project, a Steering Committee was established, comprising neurologists along with representatives from the Italian Society of Neurology (SIN) and the Italian Multiple Sclerosis Association (AISM). The committee played a central role in providing guidance and validation across all phases of the initiative, overseeing the framework development, and ensuring methodological structure.

## Results

The StayHome project established a comprehensive monitoring system to guide organizational improvements toward proximity care. This system combined a qualitative framework, through the development of a Maturity Model, with a quantitative framework based on selected KPIs. The Maturity Model was designed to assess the extent to which each center had adopted the proximity care model. After a six-month pre-post analysis of 11 centers, results showed an overall increase in the level of model adoption, with all centers improving their positioning within the Maturity Model and demonstrating progress across its key areas. A practical toolbox for proximity care implementation was also developed, enabling hospitals to strengthen collaboration with community services and gradually shift part of care delivery outside the hospital setting. The model was designed through a bottom-up approach, reflecting regional and local specificities, and developed in close collaboration with healthcare professionals and patient associations. This methodology ensured both feasibility at the local level and scalability at the national level, laying the foundation for a coordinated MS network across Italy.

### COMMUNICATION AND DISSEMINATION

Congress participation	ECTRIMS MS Milan 2023	SIN 53° and 54° edition 2023/2024	ISPOR Europe & Italy 2023
Scientific publication	 <b>Journal of Neurology 2025</b> <i>Implementing proximity care for people with multiple sclerosis in Italy: the bottom-up approach of the StayHome project</i>		
Press publications	<b>+14 articles published</b> <i>Repubblica, Pharmastar, Quotidiano Sanità, and others</i>		