

Case Study Education and Support for Caregivers: Building a 'Digital-First' Programme in Rare Disease

To support caregivers of children with a rare brain disease, a biopharma company and IQVIA created a digital-first program. This program provided educational resources, emotional support, and training for daily injections. By using a personalized platform, it improved treatment adherence and caregiver confidence, enhancing patient outcomes.



An emerging biopharma company aimed to develop a comprehensive, digital-first support program for caregivers responsible for administering daily subcutaneous injections to children with a rare pediatric brain disease. These patients often begin treatment at a very young age, sometimes as early as two or three years old, and continue with daily injections until they reach 18 years of age. The caregivers, who are frequently family members, face numerous challenges, including the need for educational resources, emotional support, and specific training on how to properly administer the injections.

Solution

To address these needs, IQVIA implemented a caregiver-facing platform designed to provide personalized and engaging support. The platform included several key features:

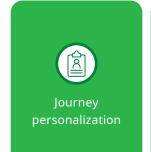


- Educational tools: Comprehensive resources to educate caregivers about the disease, treatment process, and best practices for administering injections.
- 2. **Injection training:** Step-by-step guides and video tutorials to ensure caregivers are confident and competent in giving the injections.
- Tailored action plans: Customized plans to help caregivers build confidence and self-efficacy, addressing their unique needs and concerns.
- 4. **Adherence support:** Tools and reminders to help ensure that patients adhere to their treatment regimen consistently.
- 5. **Nursing application:** An application that allows caregivers and patients to make calls for face-to-face or remote support from nursing professionals, providing immediate assistance and reassurance when needed.

Program objectives

Equip with educational tools | Build confidence | Drive long-term adherence

Support provided











IQVIA capabilities deployed



Behavioural science informed design



IQVIA patient engagement technology



IQVIA measurement framework



IOVIA HCP network

Outcomes

The implementation of this program resulted in an impressive average compliance rate of **95%**. Initially launched in two countries, the program's success led to its expansion into an additional six countries. This solution not only supported patient uptake and adherence but also provided a centralized, flexible, and scalable approach that could be tailored to meet the specific needs of local markets.

In summary, the digital-first support program significantly enhanced the caregiving experience by offering a robust, multifaceted support system that addressed both the practical and emotional challenges faced by caregivers. This holistic approach ensured that young patients received consistent and effective treatment, ultimately improving their health outcomes.

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.

Support provided to Meike



Journey personalization



Identify behavioral barriers and personalize interventions









IQVIA capabilities deployed



Behavioural science informed design



IQVIA patient engagement technology



IQVIA measurement framework



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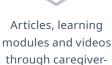


Journey personalization

Identify behavioral barriers and personalize interventions



Education



facing App







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Behavioural science informed design



IQVIA patient engagement technology



IQVIA measurement framework



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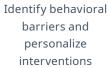
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Journey personalization





Education



Articles, learning modules and videos through caregiverfacing App



Injection training

Injection training video through caregiver-facing App and F2F nurse visit





IQVIA capabilities deployed



Behavioural science informed design



IQVIA patient engagement technology



IQVIA measurement framework



IOVIA HCP network

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Journey personalization



interventions



Education



Articles, learning modules and videos through caregiverfacing App



Injection training

Injection training video through caregiver-facing App and F2F nurse visit



Behaviour change

Tailored action plan to build caregiver self-efficacy



IQVIA capabilities deployed



Behavioural science informed design



IQVIA patient engagement technology



IQVIA measurement framework



IOVIA HCP network

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Journey personalization



barriers and personalize interventions



Education



Articles, learning modules and videos through caregiverfacing App



Injection training

Injection training video through caregiver-facing App and F2F nurse visit



Behaviour change

Tailored action plan to build caregiver self-efficacy



Adherence support

Injection tracker and reminders

IQVIA capabilities deployed



Behavioural science informed design



IQVIA patient engagement technology



IQVIA measurement framework



IQVIA HCP

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