

NPs and PAs are integral to managing multiple myeloma, particularly in oncology settings. Their role includes patient education, managing treatment side effects, and ensuring long-term patient care. Nearly 61% of oncology practices employ at least one NP or PA, highlighting the importance of these clinicians in both academic and community settings.

POCN data shows that NPs and PAs account for 33,169 prescribers managing multiple myeloma patients, with an average of 3.7 to 4.0 patients per clinician. Their involvement is crucial in treatment decisions and patient care.



## The CHALLENGE

### Newly Launched Brand:

The client sought to increase Days on Therapy (DoT) for multiple myeloma patients but initially lacked insight into the significant role that NPs and PAs play in managing these complex treatments. They needed to better understand how NPs and PAs influence treatment decisions and engage with patients during ongoing care. The challenge was to both identify these key healthcare providers and educate them about the treatment's benefits in order to improve patient adherence and outcomes.

## The SOLUTION

POCN leveraged its proprietary data and insights to identify high-value NPs and PAs who were actively treating multiple myeloma patients. The campaign focused on educating these clinicians about the treatment's clinical profile and its potential to improve patient outcomes. PeerCast™ delivered targeted educational content, specifically designed to fill the knowledge gap regarding the pivotal role of NPs and PAs in multiple myeloma care.

Additionally, POCN's strategy included continuous learning opportunities and personalized care tools for NPs and PAs, empowering them to manage patients more effectively. The campaign also uncovered additional prescribers not previously identified, further expanding the client's reach and engagement within the NP/PA community, demonstrating clear ROI.

## Results THAT MATTER

### Recommendations:

- Provide ongoing education and training for NPs and PAs.
- Equip advanced practice providers (APPs) with in-depth treatment protocols.
- Engage NPs and PAs in personalized patient care strategies to boost adherence.

The campaign successfully integrated NPs and PAs into the client's marketing strategy, leading to increased Days on Therapy and improved patient adherence. By engaging NPs and PAs, the campaign fostered better treatment outcomes and enhanced patient care, reinforcing the importance of these clinicians in managing complex oncology treatments.