

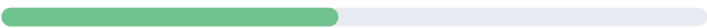
## The Essential Role Nurse Navigators Play in Addressing Gaps in Patient Support


A critical gap exists between what patients expect and what the current healthcare systems delivers. This disparity presents a unique opportunity for pharma to rethink patient engagement solutions. By bridging the gap between the complexities of the healthcare journey and a patient’s ability to truly understand and confidently manage treatment, we can ultimately transform the patient experience.

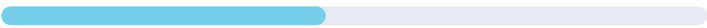
### Current Patient Support Gaps: Navigating Healthcare Complexity




 **81%**  
of consumers are dissatisfied with their healthcare experience<sup>2</sup>




 **48%**  
of Americans feel they do not have enough information to help them prepare for doctor visits.<sup>3</sup>



 **46%**  
of patients remain afraid to ask their healthcare provider about their health condition or symptoms.<sup>4</sup>



 **72%**  
of HCPs say the area patients struggle with the most when starting and staying on a specialty medication is lack of confidence to navigate the system.<sup>1</sup>

### Nurse Navigators Can Play an Essential Role in Addressing the Gaps

Nurse navigators deliver exceptional impact by addressing the fundamental gaps in patient support through a holistic approach that combines human and digital connection to meet evolving patient needs:

**Personalized Guidance at Critical Moments:** Nurse navigators provide tailored support precisely when patients need it most, addressing individual barriers and concerns that extend beyond clinical factors to include emotional, logistical, and educational needs.


**Bridging Digital and Human Connection:** By strategically combining the empathy and problem-solving of human interaction with the convenience of digital tools, nurse navigators create a continuous support system that maintains engagement between healthcare touchpoints and builds lasting trust.





**Specialized Expertise as Patient Advocates:** Acting as dedicated points of contact throughout the medication journey, nurse navigators leverage their clinical knowledge and system experience to identify issues before they become barriers, connect patients with resources they didn’t know existed, and translate complex medical information into actionable steps.


**Data Integration and Access:** Integration of data enabling real time data sharing provides nurse navigators comprehensive visibility into patient needs and progress, allowing them to proactively address potential barriers to support.

### The Impact of Nurse Navigators: Improving Initiation, Adherence, and Patient Satisfaction

 **88.5%** of respondents identified nurse navigators as the most effective resource in helping patients navigate the challenges of starting and taking specialty medications.<sup>1</sup>

 **71%** of studies utilizing nurse navigator support showed significant improvement in treatment adherence amongst patients, and **70%** showed improved treatment initiation.<sup>5</sup>

 **72%** of patients showed improved drug adherence with a combined human-digital support approach.<sup>6</sup>

 **80%** of patients prefer digital channels for healthcare communications at least some of the time, yet they are 30% less likely to trust healthcare decisions based solely on digital applications, highlighting the importance of human connection for navigating complex or emotional healthcare needs.<sup>7</sup>



Contact us at [businessdevelopment@momentumls.com](mailto:businessdevelopment@momentumls.com) to learn more about how our nurse navigators impact patients every day.

1. Momentum 2024 HCP Survey Report. 2. Invoca. 3. Huron. 4. Patient Point. 5. NIH: Chen et al., 2024. 6. Iqvia. 7. Redpoint Global, Accenture.