

The Heart of Connection: Quantitative Impact of CNE Engagement Strategies

Therapy initiation is a critical inflection point. It's where patients either build confidence or begin to disengage. And increasingly, the data shows that what happens in those early moments has less to do with the therapy itself and more to do with whether a patient feels supported by someone who understands their experience. Clinical Nurse Educators are built for that moment.

Patients Are Sharing What They Need

The data paints a clear picture of what's missing in today's patient experience:

>70%

of patients say the healthcare system doesn't meet their emotional needs¹

46%

of patients are afraid to even ask their provider about their condition²

72%

of HCPs say patients struggle most with a lack of confidence to navigate the system³

50%

of patients feel the healthcare system doesn't care about "people like me"⁴

These aren't gaps in information. **They're gaps in connection.** Patients who feel unseen, unheard, or unsupported disengage. And disengagement shows up in the numbers that matter: abandonment, adherence, and persistency.



What Connection Actually Looks Like

Clinical Nurse Educators fill these gaps not through transactions, but through relationships. Here's what that means in practice:

They show up early and stay.

Clinical Nurse Educators engage patients within days of the prescription and remain a consistent, trusted presence throughout the therapy experience. That continuity changes everything. 91% of patients opt in to nurse-led support programs when offered.⁵

They meet patients where they are.

Every patient's journey is different. A first-time injectable patient needs something different than someone managing a rare disease diagnosis after years of misdiagnosis. Clinical Nurse Educators are trained to listen first and personalize every interaction based on what that individual patient actually needs.⁶

They make the complex feel manageable.

48% of Americans feel they don't have enough information to prepare for doctor visits.⁷ Clinical Nurse Educators translate complexity into clarity, reinforcing HCP-provided education and helping patients feel equipped rather than overwhelmed.

They see the whole person.

Social determinants of health account for 30–55% of health outcomes.⁸ Clinical Nurse Educators recognize when barriers extend beyond the prescription, connecting patients to the right resources and ensuring nothing falls through the cracks.

Connection Drives Results

When patients feel genuinely supported, they engage differently. The data confirms it:

Empathetic engagement boosts patient satisfaction by up to **40%** and adherence by **30%**¹

>72% IMPROVEMENT in drug adherence with a combined human-digital approach⁷

54% INCREASE in first-fill rate in nurse-led programs⁵

31% INCREASE in persistency at 12 months⁵

5/5 patient satisfaction across a 700-patient cohort¹⁰

Receipt-to-dispense time reduced from **18 days** to **9.8 days**¹⁰

These numbers don't happen because of better workflows or smarter algorithms. They happen because a real person built trust with a real patient. Technology supports that connection. But the connection itself is what moves the needle.



Patients don't remember the platform. They remember the person who answered the phone when they were scared, who helped them feel prepared to start therapy and supported them through staying on it, who checked in when no one else did. That's the heart of connection. And it's the reason nurse-led engagement continues to outperform every other model in patient support.

1. Simbo. 2. SMM. 3. Patient Point. 4. Momentum 2024 HCP Survey Report. 5. ZS. 6. Momentum Life Sciences Program Data. 7. NIH. 8. Huron. 9. IQVIA. 10. Momentum Hubs Specialty and Pharmacy Models East Panel, March 2025.