



2026 HCP Perspectives on the Future of Specialty Patient Support

The future of patient support isn't a choice between human or digital. It's about designing how they work together. The Momentum Life Sciences 2026 Healthcare Provider Survey found broad agreement among surveyed healthcare professionals (HCPs) that human interaction remains the foundation of successful patient support. At the same time, respondents identified significant opportunities for technology to extend education, improve communication, reduce administrative burden, and strengthen engagement between live interactions.

Even when delivered through digital platforms, person-to-person interaction remains the preferred and most effective approach to achieving patient support goals. Technology's greatest value lies in extending the reach and impact of human connection, particularly in therapy education, treatment instruction, and ongoing patient communication. This emphasis on human engagement is reflected in the role

of nurse educators, with 80% of respondents identifying them as one of the most influential contributors to positive patient outcomes.

Persistent barriers to therapy access, adoption, and adherence also create opportunities for digital tools to enhance patient support.

To understand healthcare providers' views on the effectiveness of biopharma's provider/ patient engagement and identify opportunities for improvement, Momentum Life Sciences surveyed 60+ HCPs working in clinical settings. The 2026 survey aimed to capture the perspectives of healthcare professionals, predominantly registered nurses, regarding engagement trends and the roles biopharma companies can play in these areas. The survey sampled a highly experienced group of HCPs, with over half holding their professional nursing licenses more than 21 years. This report summarizes the results of the survey.



Education and Instruction Anchor Effective Support

Therapy instruction, disease education, and adherence support emerged as some of the most important forms of patient support identified by respondents.

- Therapy administration training and disease education were preferred as the first- and second-most important types of educational support, respectively.
- Adherence support strategies were third in preference.
- 56% said patient adherence follow-up is most effective through a hybrid approach that combines human and digital interaction.

As support programs evolve, respondents identified virtual education as the area most likely to have the greatest impact over the next three years, highlighting its potential to expand access to support and create new opportunities for engagement among patients, clinical educators, healthcare providers, and biopharma partners.

Together, these findings suggest that the greatest opportunity for emerging technologies lies in expanding the reach of education and support while complementing, rather than replacing, human interaction.

Continuity of Support

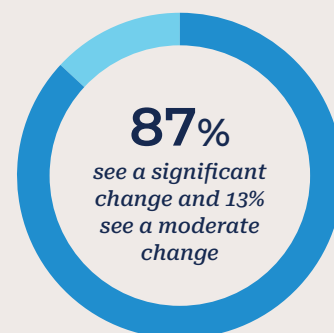
Survey results highlight a particular theme: human connection. Nearly 87% of HCP respondents reported a significant change in patient understanding and confidence when comparing a one-time support intervention with repeated or follow-up support. This suggests that HCPs see continuity of support as an important component of the patient experience, rather than viewing education and engagement as one-time interventions.

Patient support programs play a critical role in treatment success, with 80% of respondents citing nurse educators as one of the top 3 the most influential factors in positive patient outcomes.

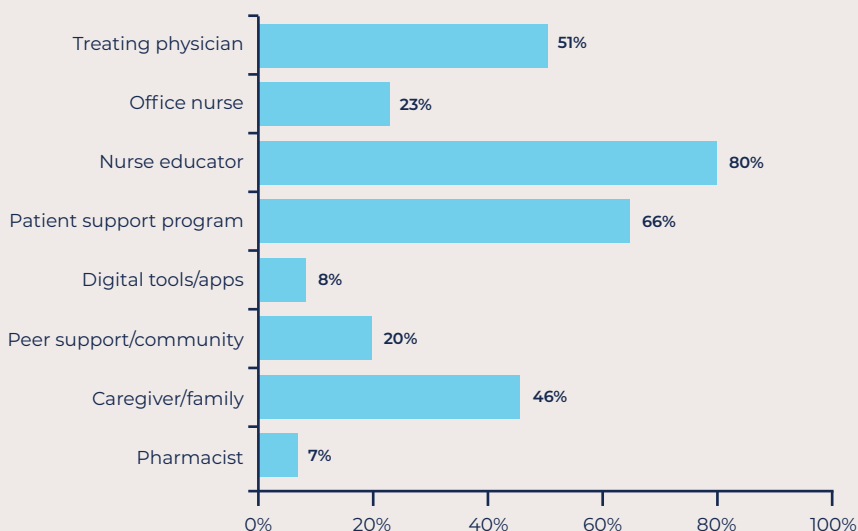
What type of patient interaction works best? According to HCPs, direct human engagement remains the most effective approach. Consistent, personalized support through education, coaching, and therapy instruction helps build patient confidence and support treatment success. Technology is best used, according to the survey, as a means of connecting patients with nurse educators.

How does the patient's level of understanding and confidence regarding their therapy change between a one-time support intervention and repeated/follow-up support?

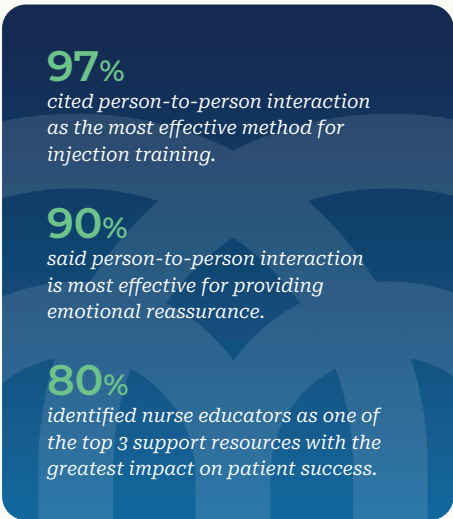
- Significant change
- Moderate change
- Slight change
- No change



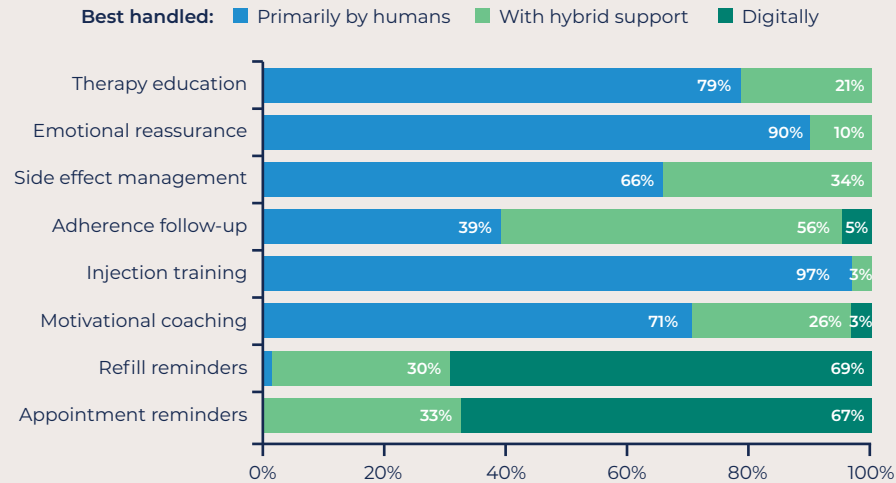
Which of the following support resources have the greatest impact on patient success? Note: respondents selected their top 3 choices.



HCPs pointed to several findings that reinforce the value of human connection:



Which patient-facing support interactions are most effective when delivered by a live clinical professional versus automated digital tools? Note: Hybrid support combines live human interaction and digital tools as part of one connected patient experience.

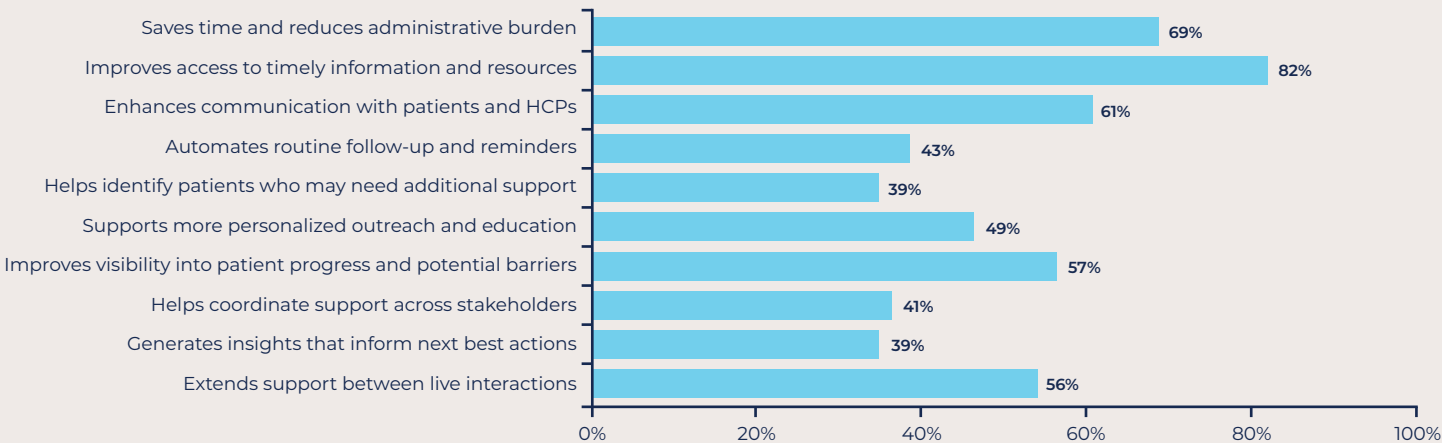


Technology Extends the Personal Connection

While human interaction remains central to successful patient support, technology helps strengthen and sustain engagement between live interactions. HCPs identified three primary ways technology enhances nurse-led support:

- **Improved access to information.** Technology gives patients and providers more timely access to educational resources, treatment information, and support materials. More than 80% of HCPs cited improved access to information and resources as a key benefit.
- **Greater efficiency.** Technology reduces administrative burden and streamlines routine tasks, allowing HCPs to spend more time focused on patient support. Nearly 70% identified time savings and improved efficiency as an important advantage.
- **Continuity of support.** More than half said technology helps extend support between live interactions. Digital tools create opportunities to reinforce training, highlight treatment milestones, reiterate personalized guidance, improve coordination among stakeholders, and increase visibility into patient progress and potential barriers.

What are the key benefits that technology provides you in your day-to-day activities? Check all that apply.



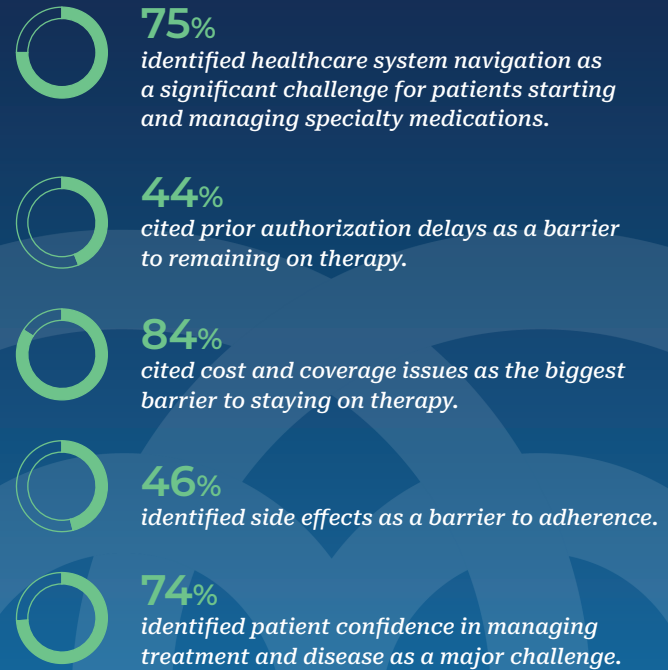


Barriers Remain

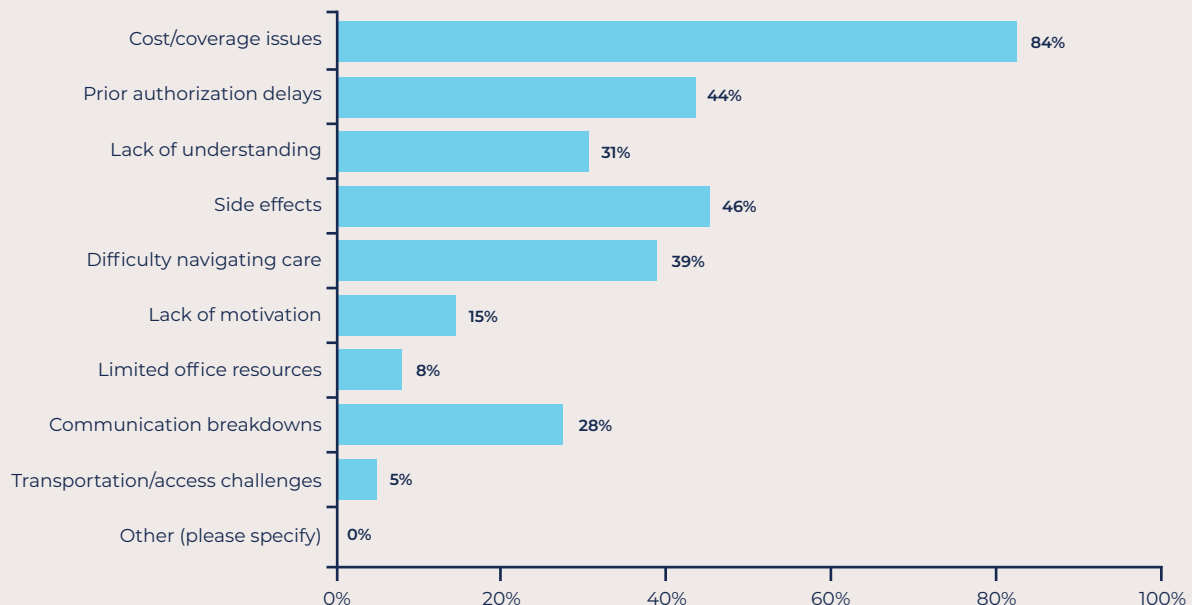
Patients encounter multiple forms of friction throughout the treatment journey, creating ongoing opportunities for patient support programs to improve outcomes. Respondents identified access and healthcare system navigation as some of the most significant challenges patients face when starting and managing specialty medications, alongside financial, clinical, and educational barriers that can affect treatment initiation, adherence, and long-term success. Access and navigation also emerged as the most frequently identified underserved area of patient support.

Together, these findings reinforce the importance of navigation support: as patients encounter significant cost, coverage, and treatment barriers, helping them navigate those challenges earlier in the treatment journey can reduce friction and support continued engagement with therapy.

Key findings include:



*What is the biggest barrier preventing patients from staying on therapy?
Note: respondents selected their top 3 choices.*

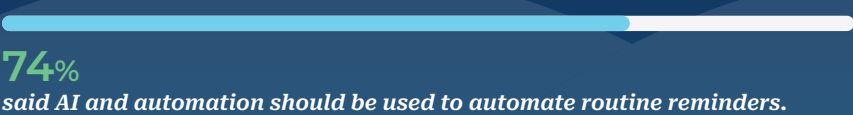
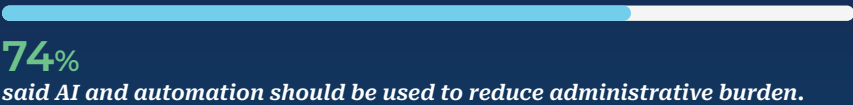




The Role of AI and Automation

AI and automation is viewed primarily as a tool for extending and enhancing human-centered patient support. HCPs see the greatest opportunities in automating routine administrative tasks, improving access to information, and helping identify patients who may benefit from additional support. Together, these findings suggest that the value of AI and automation lies less in replacing human interaction and more in enabling HCPs such as nurse educators and navigators to spend more time on meaningful patient engagement.

Key findings include:



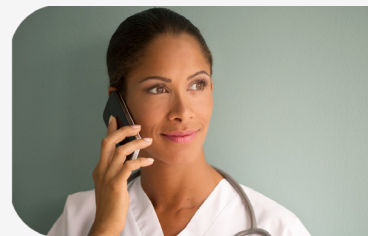
These findings suggest that HCPs view AI and automation primarily as a practical support tool, helping streamline workflows, improve access to information, and enable more proactive patient support while preserving the central role of human interaction.



The HCP survey findings point to three clear conclusions about the future of patient support.

1. First, human connection remains the foundation of effective patient support. Respondents consistently identified person-to-person engagement as the most effective way to build confidence, provide education, deliver emotional reassurance, and support patients throughout their treatment journey.
2. Second, AI and automation technologies create continuity between those critical moments of human interaction. From virtual education and digital communications to administrative support and workflow efficiencies, this technology is most critical when it expands access, reinforces learning, and helps patients stay engaged between live touchpoints.
3. Third, patients continue to face a range of interconnected barriers that require coordinated support. With cost and coverage issues among the most significant challenges, navigation support plays an important role in helping patients work through access complexity and connect with the resources they need throughout the therapy journey.

As specialty therapies become more complex and patient expectations continue to rise, healthcare professionals increasingly see the future of patient support as a connected model that combines human expertise with digital capabilities. The greatest opportunity lies not in choosing between people and technology, but in designing experiences where each strengthens the other to improve patient outcomes and elevate the overall patient experience.



About Momentum Life Sciences

Momentum Life Sciences designs and delivers patient and HCP engagement programs for biopharma organizations. For more than 30 years, our experienced clinical educators have helped patients and healthcare professionals build knowledge and confidence across complex therapy journeys. We combine meaningful human connection with technology-enabled support to create more connected, personalized experiences from therapy initiation through ongoing treatment.

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