

CASE STUDY

In-clinic support for chronic pain sufferers

The Challenge

- Our client, a global leader in pain relief, wanted to support the UK's National Health Service and patients by setting up hospital clinics to treat people with chronic neuropathic pain.
- The client wanted to make sure that clinicians and nurses were well educated in using its product – a transdermal patch – so they turned to Inizio Engage for support.

Our Approach

- As hospitals across the country sign up to use the product, our highly trained nurses go in to help set up the clinics, provide HCP product education and training, and offer ongoing mentoring to ensure the correct treatment application.
- Patients, who are often in severe pain, wear up to four patches for between 30 and 60 minutes. Our nurses take time with the patients, explaining how the patches work, ensuring adherence, monitoring their wellbeing during treatment, and counseling on side effects. The nurses then provide details on aftercare and how to manage any potential treatment aftereffects, as well as arranging future appointments.
- Because every patient's pain experience and perception of the treatment is different, nurses carefully manage expectations, provide reassurance, and answer any questions the patients and their families may have.
- Inizio Engage occasionally also shares patient and HCP quantitative and qualitative feedback with the client to help them understand the patient experiences and the impact the treatment has had on their lives.

The Outcome

- Since the program started in 2022, our nurses have supported over a dozen clinical teams and held over 500 patient visits, helping them to manage chronic pain.
- Because clinics vary from hospital to hospital, our nurses are able to share best practice to ensure consistently high levels of care.
- Feedback from clinics to the client has been highly positive, with the client extending our service for at least another year.

