

## Nuvera Launches The PURE Report: Neurology 2020, Outlining HCP Satisfaction with Pharma Support Programs

CEDAR KNOLLS, N.J.—(BUSINESS WIRE)—[Nuvera Life Science Consulting](#), an expert advisor on patient-centric experience strategies for specialty therapeutics, has launched **The PURE Report: Neurology 2020**. This second installment of Nuvera’s groundbreaking PURE Report series—the industry’s first independent, standardized assessment of healthcare provider (HCP) satisfaction with pharmaceutical companies’ patient support services—follows The PURE Report: Oncology 2019 to provide another invaluable resource for manufacturers.

Industry spends hundreds of millions of dollars designing and executing patient support programs for rare-disease therapies, yet manufacturers don’t always know whether their investments are yielding the results their valued customers expect. Nuvera is uniquely qualified to fill this knowledge gap, having a decade of experience helping to deliver award-winning programs across 24 therapeutic areas.

Based on Nuvera’s surveys of more than 500 neurologists and their support staffs, The PURE Report: Neurology 2020 will **help manufacturers understand evolving HCP needs**, see how HCPs rank them against the competition, pinpoint program strengths and weaknesses, and direct resources to areas of greatest need.

This comprehensive analysis consists of two separate parts: a **syndicated research report** that interprets data on HCP perceptions of various program interactions, their actual service expectations, and their preferred manufacturer programs; and a **company-specific report**, which analyzes manufacturer rankings across the seven PURE indices, with a spotlight on individual companies.

“The depth and breadth of the insights we’ve generated is very exciting, and I am so proud of our team’s work,” said Nuvera’s Jens Kulstad, who led the research. “The PURE Report: Neurology 2020 allows us to compare these findings against those from our oncology research to validate and profile HCP needs and fill additional manufacturer knowledge gaps, such as a program’s effectiveness at offering support services implemented in EMR, situations for which either hubs or specialty pharmacies are preferred, and expectations for turnaround times for different services.”

**The PURE Report: Neurology 2020** is now available for industry. Nuvera will present highlights from the research at upcoming conferences. In the meantime, download the new white paper [“Pharma Support Not Meeting HCP Expectations for Speed”](#) to view findings around this key service metric.

For additional information, please see [www.thepurereport.com](http://www.thepurereport.com) or [contact@thepurereport.com](mailto:contact@thepurereport.com).

### About Nuvera Life Science Consulting

Nuvera Life Science Consulting helps the world’s leading pharmaceutical and biotech companies deliver impactful patient and HCP support experiences for specialty and rare-

disease therapies. Nuvera excels at uncovering patient/HCP needs, and crafting and helping execute seamless treatment experiences that enhance patients' ability to obtain, start, and stay on therapies. To learn more, please visit [nuveracg.com](http://nuveracg.com).

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