

*CASE STUDY:*

**ONCOLOGY NURSE NAVIGATORS**  
Reaching an Influential New Audience





“My navigator was able to talk with me about my doctor’s recommendations; she helped me approach my treatments with calm.”

- 60-year-old female breast cancer patient





## CHALLENGE

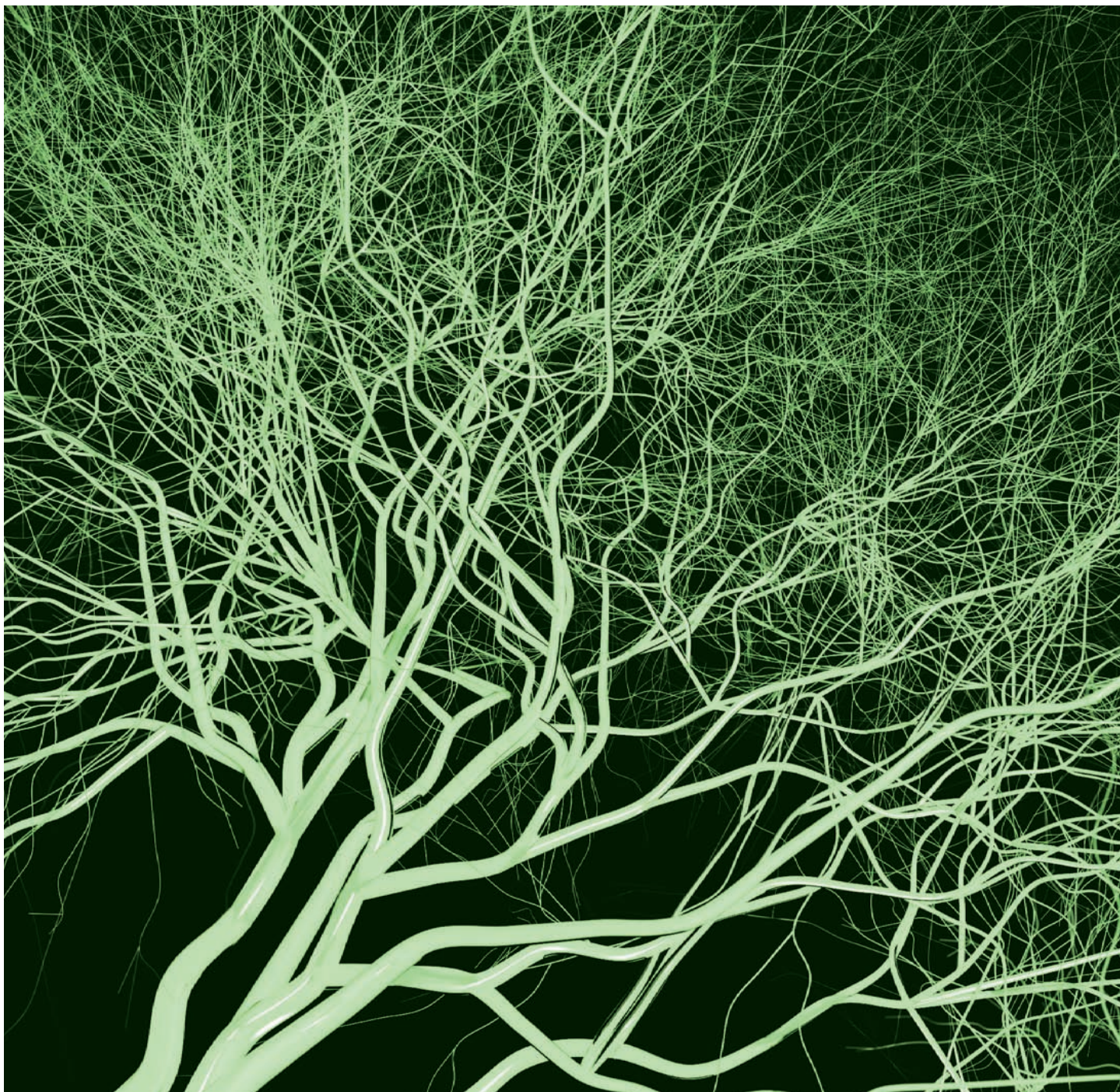
Oncology nurse navigators (ONNs) guide patients from diagnosis through treatment, helping them stay on therapy by offering support, explanations and techniques for managing adverse effects. Our client saw the opportunity to both improve patient outcomes and increase sales by [supporting ONNs in ensuring that all eligible patients receive appropriate treatment and adhere to their prescribed regimens](#) over time. They needed an innovative, intelligent program to reach this new and potentially influential audience.



## OPPORTUNITY INTO ACTION

This was a unique opportunity to help [shape a brand's approach to a new audience](#). Aegis first helped the client fully understand ONNs: their backgrounds, unique concerns, spheres of influence, and roles in patient health care - all of which were different from those of oncology nurses and physicians. We then collaborated with the client to define a vision, mission and strategy for reaching ONNs. Finally, we tested the strategy with an advisory board and designed audience-appropriate educational materials.





## RESULTS

ONNs are the hub of a complex care system. Aegis developed a program to provide them with a series of crucial educational resources to be used in four phases of their patient interactions: 1) at first contact with the patient; 2) after the patient has her pathology results; 3) before the patient begins treatment; and 4) after the patient is on treatment with the client's targeted agent. This program, delivered by both sales representatives and nurse educators, has allowed the brand to educate ONNs to [promote penetration of and adherence to treatment regimens incorporating the client's targeted therapeutic agent](#).





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