Neurocrine Access Support for Crenessity

Post-Launch Performance Overview

Evaluating user engagement, brand recognition, and website performance for Crenessity

Executive Summary

This report highlights the post-launch analytics of the Neurocrine Access Support (NAS) website, built to connect **patients**, **caregivers**, and **healthcare providers** with access and affordability resources for Crenessity (crinecerfont).

Key User Highlights

+39%

Increase in Crenessity brand recognition

+52%

Improvement in average session time

+30%

Increase in digital enrollment form submissions

Our redesign focused on three measurable goals

Enhance brand and product visibility

Improve engagement with NAS resources

Improve usability and accessibility

Enhance brand and product visibility

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Pre-Launch Challenges

Fragmented content and inconsistent design diluted visibility and trust.

28%

Brand Recall

15%

Returning Visitors

78%

Bounce Rate

Section 1: Enhance brand and product visibility

Brand Data

Data to show how users Describe the Brand.

61%
"of HCPs shared the site"

82%
"approachable and clear"

38%
"recalled patient support visuals"

Section 1: Enhance brand and product visibility

Enhance brand and product visibility

Improve engagement with NAS resources

Improve usability and accessibility
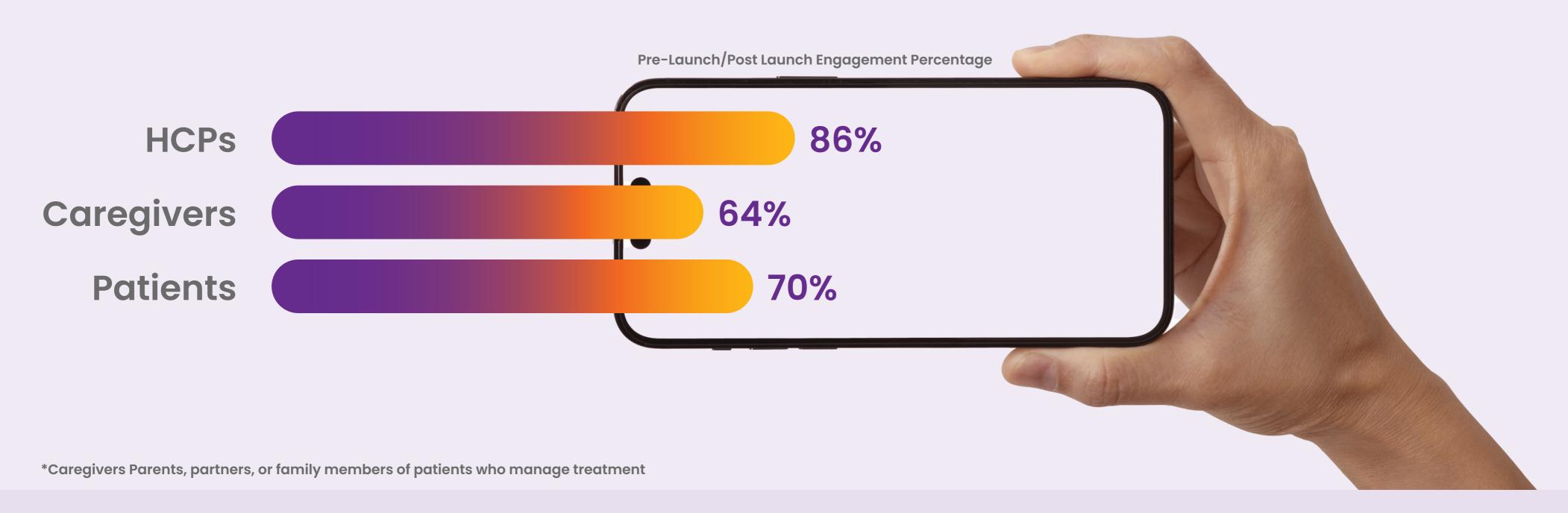
Engagement Metrics

Post-launch analytics show increased engagement across all user groups, with the strongest improvement among healthcare providers.
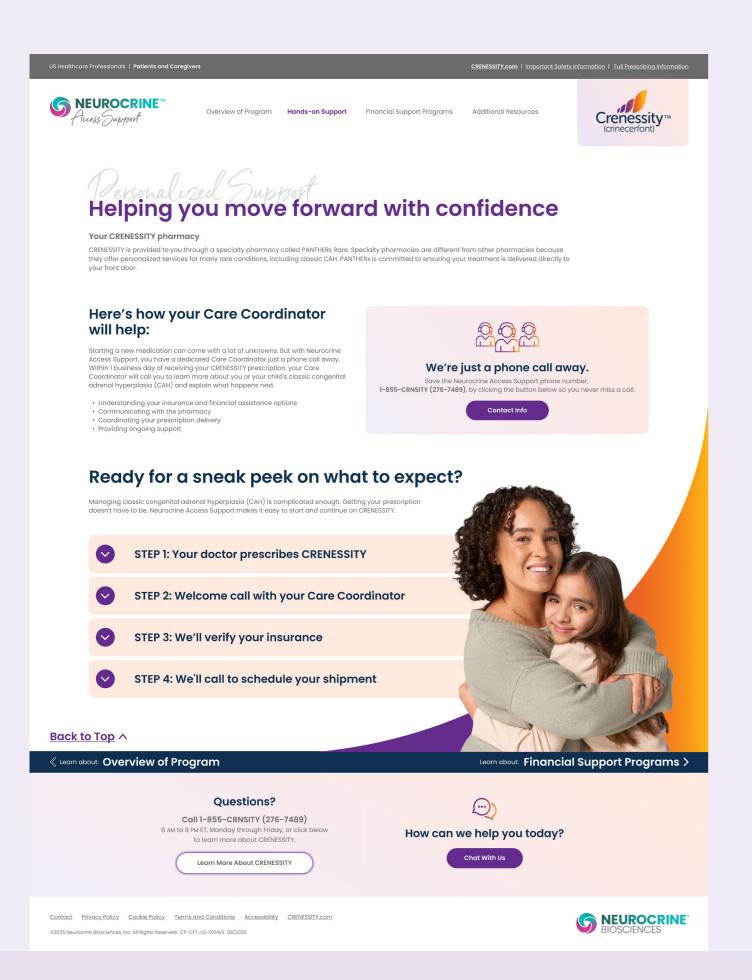
Pre-Launch/Post Launch Engagement Percentage

HCPs 86%

Caregivers 64%

Patients 70%

*Caregivers Parents, partners, or family members of patients who manage treatment

Section 2: Improve engagement with NAS resources

Top Performing Feature

4-Step Onboarding Accordion

The step-by-step accordion quickly became one of the most visited and interacted-with sections on the site. Users found it helpful for understanding the process of starting treatment with Crenessity in a clear, approachable way.
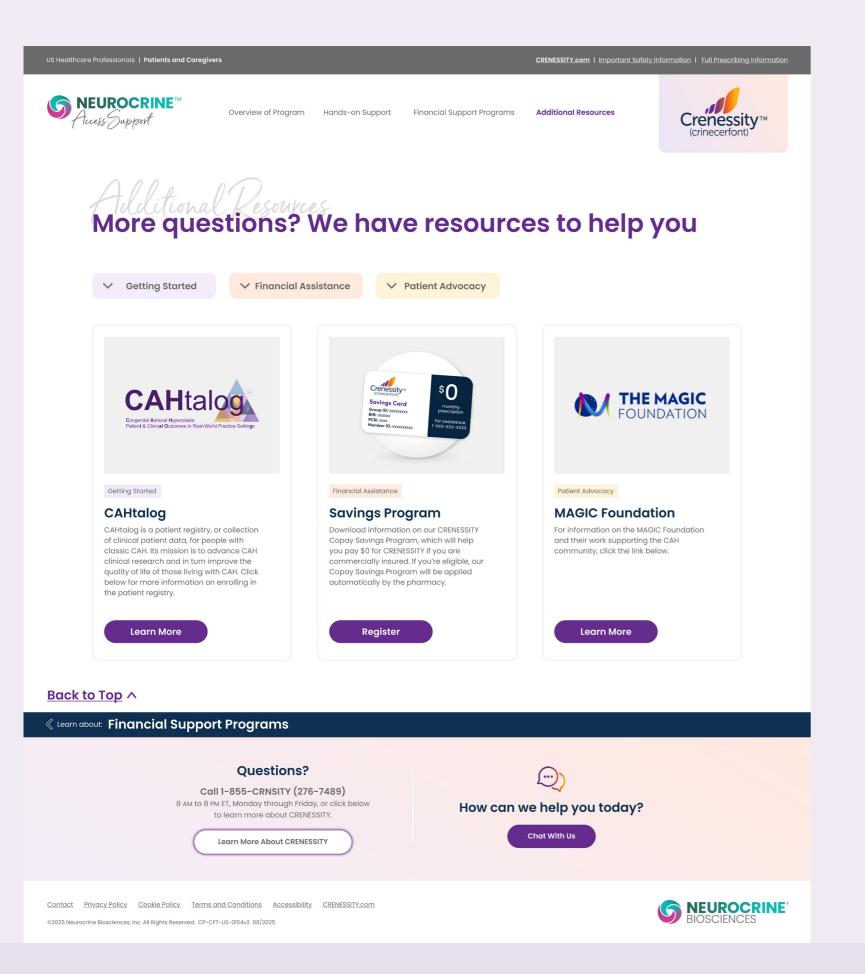
User Insights:

- Patients said the simple "what to expect" format made the process feel less overwhelming.
- Caregivers appreciated being able to preview each step before speaking with their coordinator.
- HCPs noted that it helped set expectations for new patients, reducing follow-up questions.

US Healthcare Professionals | Patients and Caregivers

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NEUROCRINE™ Access Support

Overview of Program   Hands-on Support   Financial Support Programs   Additional Resources

Crenessity™ (crinecerfont)

Personalized Support
Helping you move forward with confidence

Your CRENESSITY pharmacy

CRENESSITY is provided to you through a specialty pharmacy called PANTHERx Rare. Specialty pharmacies are different from other pharmacies because they offer personalized services for many rare conditions, including classic CAH. PANTHERx is committed to ensuring your treatment is delivered directly to your front door.

Here's how your Care Coordinator will help:

Starting a new medication can come with a lot of unknowns. But with Neurocrine Access Support, you have a dedicated Care Coordinator just a phone call away. Within 1 business day of receiving your CRENESSITY prescription, your Care Coordinator will call you to learn more about you or your child's classic congenital adrenal hyperplasia (CAH) and explain what happens next.

- Understanding your insurance and financial assistance options
- Communicating with the pharmacy
- Coordinating your prescription delivery
- Providing ongoing support

We're just a phone call away.
Save the Neurocrine Access Support phone number, 1-855-CRNSITY (276-7489), by clicking the button below so you never miss a call.

Contact Info

Ready for a sneak peek on what to expect?

Managing classic congenital adrenal hyperplasia (CAH) is complicated enough. Getting your prescription doesn't have to be. Neurocrine Access Support makes it easy to start and continue on CRENESSITY.

STEP 1: Your doctor prescribes CRENESSITY
STEP 2: Welcome call with your Care Coordinator
STEP 3: We'll verify your insurance
STEP 4: We'll call to schedule your shipment

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Learn about: **Overview of Program**   Learn about: **Financial Support Programs** >

Questions?
Call 1-855-CRNSITY (276-7489)
8 AM to 8 PM ET, Monday through Friday, or click below to learn more about CRENESSITY.

Learn More About CRENESSITY

How can we help you today?

Chat With Us

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Section 2: Improve engagement with NAS resources

Most Frequently Downloaded Resource

Crenessity Savings Program

The Crenessity Savings Program was the most frequently downloaded resource on the site, showing strong interest in financial support options.

Patients and caregivers valued the program's clarity and accessibility, noting that it made the treatment process feel more manageable and affordable.

Impact:

High download volume and repeat visits suggest that cost transparency and support materials significantly improve patient engagement follow-up questions.

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NEUROCRINE™ AccessSupport

Overview of Program   Hands-on Support   Financial Support Programs   Additional Resources

Crenessity™ (crinecerfont)

Additional Resources

More questions? We have resources to help you

⌄ Getting Started   ⌄ Financial Assistance   ⌄ Patient Advocacy

Getting Started

CAHtalog

CAHtalog is a patient registry, or collection of clinical patient data, for people with classic CAH. Its mission is to advance CAH clinical research and in turn improve the quality of life of those living with CAH. Click below for more information on enrolling in the patient registry.

[Learn More]

Financial Assistance

Savings Program

Download information on our CRENESSITY Copay Savings Program, which will help you pay $0 for CRENESSITY if you are commercially insured. If you're eligible, our Copay Savings Program will be applied automatically by the pharmacy.

[Register]

Patient Advocacy

MAGIC Foundation

For information on the MAGIC Foundation and their work supporting the CAH community, click the link below.

[Learn More]

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‹‹ Learn about: **Financial Support Programs**

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NEUROCRINE BIOSCIENCES

Section 2: Improve engagement with NAS resources

Enhance brand and product visibility

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Improve usability and accessibility

Compliance Performance Chart

Compliance Metric	Achieved (%)	Target (%)
MLR Approval (first cycle)	65%	100%
Section 508 Accessibility Compliance	**100%**	100%
ISI Placement Accuracy	**90%**	100%
User Testing Clarity Validation	**86%**	100%

Internal Feedback Summary

Team members recommend involving compliance directors, account managers, and Scientific Innovation (SI) leads in all pre-submission reviews to reduce back-and-forth with MLR and shorten approval timelines. Early inclusion of these roles would ensure consistent annotations, aligned claims language, and smoother cross-functional signoff.

Section 3: Improve usability and accessibility

2026 Improvement Plan

Using feedback from the initial launch, upcoming updates will continue to enhance usability, personalization, and inclusivity across the Neurocrine Access Support digital website.

1st Quarter

Multilingual Expansion

Extend access to Spanish-speaking patient and caregiver communities.

2nd Quarter

Personalized Dashboards

Develop tailored experiences for patients, caregivers, and HCPs to track resources and progress.

3rd Quarter

Progress Tracking Tools

Introduce interactive milestones that visualize treatment and enrollment stages.

Impact Recap

Launching the Neurocrine Access Support site established a single, trusted hub for Crenessity information.

Within three months the site boosted brand awareness, increased HCP engagement, and made financial support resources far more discoverable for patients and caregivers. These gains set the foundation for ongoing scale and more personalized experiences.

Learn more about Crenessity and support programs at **Crenessity.com**
Access enrollment tools, forms, and financial resources at **NeurocrineAccessSupport.com**
Questions? Contact our team at **help@neurocrineaccesssupport.com**

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