

# MedAdvisor Solutions™

## Advanced Medication Adherence for Mature Brands



BLUEPRINT FOR SUCCESS

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## Insights

**Blueprint for Success:**  
**Building Advanced Medication Adherence Programs**

## Blueprint for Success: Building Advanced Medication Adherence Programs

### Leveraging Insights from Billions of Patient Engagement Messages to Deliver Proven Strategies for Improved Results

#### Medication Non-Adherence: A Persistent Global Crisis

Medication non-adherence is a significant healthcare challenge, with far-reaching implications for both patients and the pharmaceutical industry. Globally, it costs the industry an estimated \$300 billion annually due to additional medical appointments, emergency department visits, and hospitalizations. In the United States alone, non-adherence contributes to over 125,000 preventable deaths each year.<sup>1</sup>

Older adults are particularly at risk<sup>2</sup> due to the complexity of managing multiple prescriptions taken at varying intervals. This challenge is further exacerbated by an aging population and a growing shortage of providers, pharmacists, and caregivers, ensuring that medication non-adherence will remain a significant concern for years to come.

#### The Case for Advanced Patient Engagement Programs

Efforts to improve adherence have led to the development of patient engagement programs, which have shown proven success in improving adherence and outcomes. But not all adherence programs are not created equal. A multi-faceted, strategic approach, leveraging innovative technology, hyper-personalization personalization, effective targeting and persistent engagement are required to deliver results.

With over 30 years of experience collaborating with pharmaceutical manufacturers and pharmacies, and nearly 2 billion patient engagement messages sent annually—achieving an average lift of nearly 6%—we have identified the following key strategies for implementing effective medication adherence programs.

Our Advanced Adherence Programs deliver an average lift of nearly 6%



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## Best Practices for Advanced Adherence Programs

### 1. Personalization at Scale

Tailored interventions resonate more effectively with patients. Modern adherence campaigns leverage data and AI to:

- Analyze patient demographics, behaviors, and preferences.
- Deliver personalized reminders, education, and support through preferred communication channels (e.g., SMS, apps, emails).

### 2. Consistent and Persistent Education

Persistent and consistent education plays a crucial role in supporting medication adherence by addressing the barriers patients face and empowering them with the knowledge and motivation to manage their health effectively.

- Provide tailored, condition-specific information to meet patient needs, answer questions, and build trust.
- Adapt education to evolving patient circumstances, offering timely updates to address new challenges or concerns.
- Empower patients with knowledge, fostering confidence and independence in managing their health.

### 3. Omnichannel Communication

Patients expect seamless communication across multiple, digital and non-digital touchpoints. An effective adherence campaign should:

- Integrate channels like mobile apps, SMS, email, telehealth, and in-person interactions to reinforce the importance of adherence and answer questions to drive persistent adherence
- Ensure consistency in messaging across platforms to build trust and clarity.

### 4. Pharmacy Collaboration

Campaigns that engage pharmacists and other caregivers in adherence efforts leverage the power of trusted relationships:

- On average, patients visit their community pharmacy 35 times a year, providing pharmacies and pharmacists with an unparalleled opportunity to foster positive change and support medication adherence.



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## 5. Education and Empowerment

Empowered patients are more likely to adhere.<sup>3</sup> Campaigns must:

- Provide clear, credible condition-specific education about the importance of adherence.
- Use digital tools, videos, or interactive content to enhance understanding.

## 6. Behavioral Science Integration

Understanding psychological and behavioral barriers is key to improving medication adherence.

- Utilize principles like “nudging” to encourage patients to take timely action.
- Address barriers such as forgetfulness, fear of side effects, or lack of perceived necessity with targeted solutions informed by medication management history, social determinants of health (SDoH), and behavioral science insights to optimize results.

## 7. Technology-Driven Solutions

Adherence campaigns increasingly leverage advanced tools like AI and predictive analytics to identify patients at risk of non-adherence.

- Technology enable timely, targeted interventions at critical points in the medication management journey.

## 8. Measurement and Continuous Optimization

No campaign can be successful without robust measurement. Key steps include:

- Track metrics like adherence rates, refill gaps, or persistence over time to uncover critical insights to refine programs and plan for the future.
- Use real-time data to refine strategies and adjust interventions.

## 9. Cultural Sensitivity and Inclusivity

To effectively drive adherence, campaigns must be tailored to meet the needs of diverse patient populations.

- Adherence campaigns must address cultural beliefs, language preferences, and socioeconomic barriers to ensure they resonate with diverse patient populations.
- Materials and outreach strategies should be thoughtfully designed to reflect the demographics and unique needs of the patients they aim to support.

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## 10. Integrated Experience

Because of the rise of specialty medications, many patients now receive prescriptions, immunizations, and other healthcare services from multiple pharmacies.

- Providing patients with educational information and reminders—even for prescriptions not directly filled at a given pharmacy—can help build trust, enhance their experience, and drive better health outcomes.
- For example, provide information on managing conditions like diabetes, hypertension, or asthma, even for prescriptions filled elsewhere.

Medication non-adherence is a complex challenge, but advanced patient engagement programs offer solutions. By integrating personalization, education, behavioral science, and technology, these programs empower patients, build trust through tailored communication, and bridge care gaps to reduce costs and save lives—turning adherence into an opportunity for better health.

adherence program for a mature anticoagulant.

### Partner with us

Contact us today to partner on extending your brand strategy to achieve lasting impact and measurable success.

#### Sources:

1. The American Heart Association, Medication Adherence: Taking Your Meds as Directed, 01/18/2024
2. KFF, Data Note: Prescription Drugs and Older Adults, 08/09/2019
3. Pharmacy Times, Joseph Moose, PharmD, et al, Pharmacists as Influencers of Patient Adherence, 08/21/2014

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