MedAdvisor
Solutions®

Case Study:
Powering long-term
adherence for a PCSK9
inhibitor with predictive
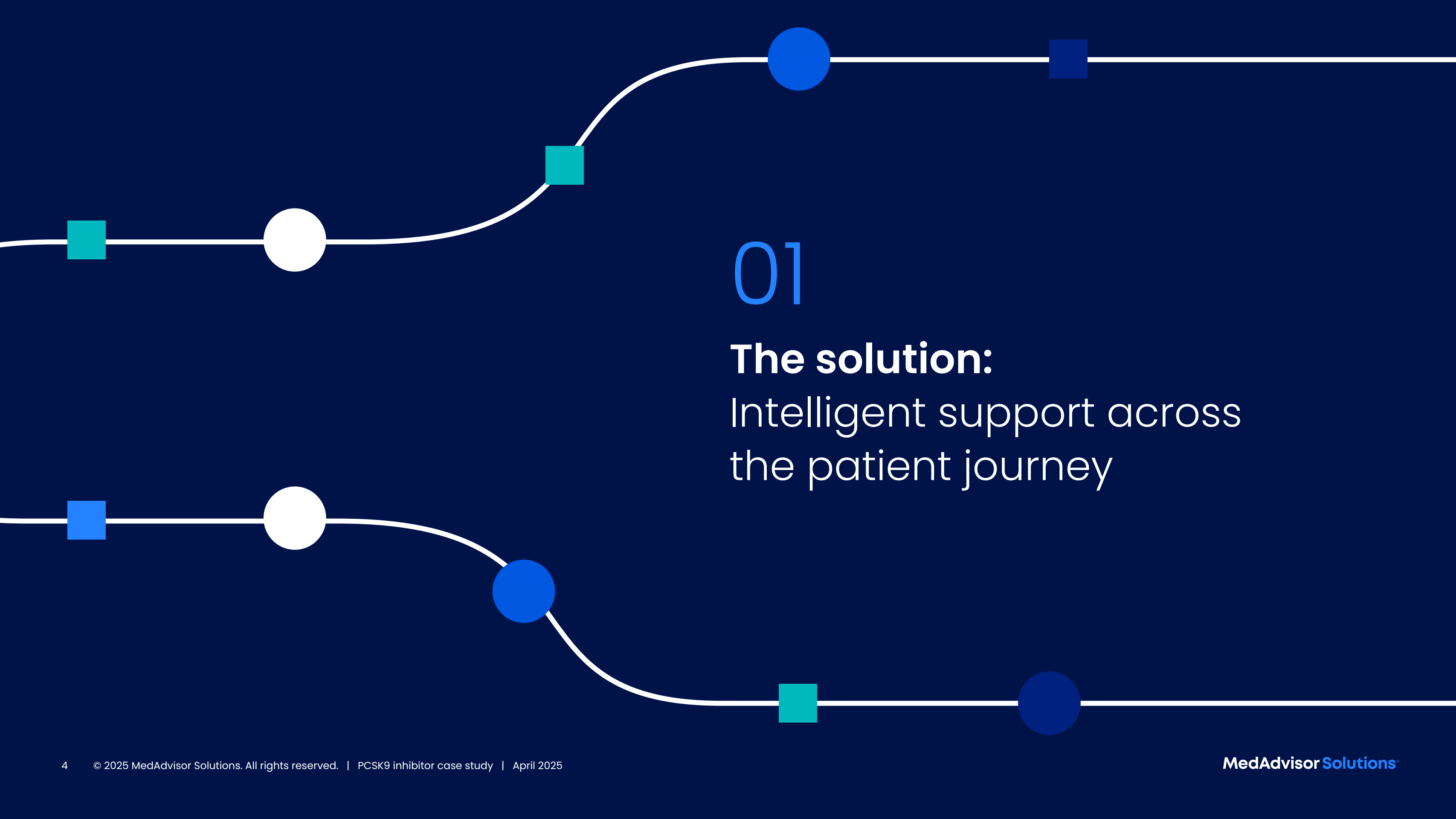patient support

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The challenge

For patients at high risk of cardiovascular events, PCSK9 inhibitors represent a critical advancement—especially when statins alone fail. But commercial success is challenged by real-world issues: **high abandonment rates, low refill persistence, and costly drop-offs**.

A leading pharmaceutical brand faced exactly this challenge. They turned to MedAdvisor Solutions to address one pivotal question: **How can we drive measurable adherence in a complex, chronic therapy space with precisely targeted engagement?**

   | PCSK9 inhibitor case study | April 2025

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01

The solution:
Intelligent support across the patient journey

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01
The solution: Intelligent support across the patient journey

In collaboration with the manufacturer, MedAdvisor launched a large-scale, pharmacy-led adherence program across **25 retail pharmacy chains**, covering over **24,900 locations**. The focus was clear: support **new-to-brand (NTB)** patients aged 19+ with the right message, in the right channel, at the right time.

Key program elements:

Dynamic patient targeting: Leveraging real-time prescription data, the program identified newly initiated PCSK9 inhibitor patients and predicted adherence risk from day one.

Predictive intelligence: Behavior-driven algorithms adapted message frequency and content based on individual engagement patterns and refill activity refill activity.

Multiprong approach:

- SMS with cost-saving support
- Point-of-sale prompts
- Direct mail education and refill nudges

Nationwide pharmacy activation: The program was embedded directly into the pharmacy experience across national chains—meeting patients where decisions happen.

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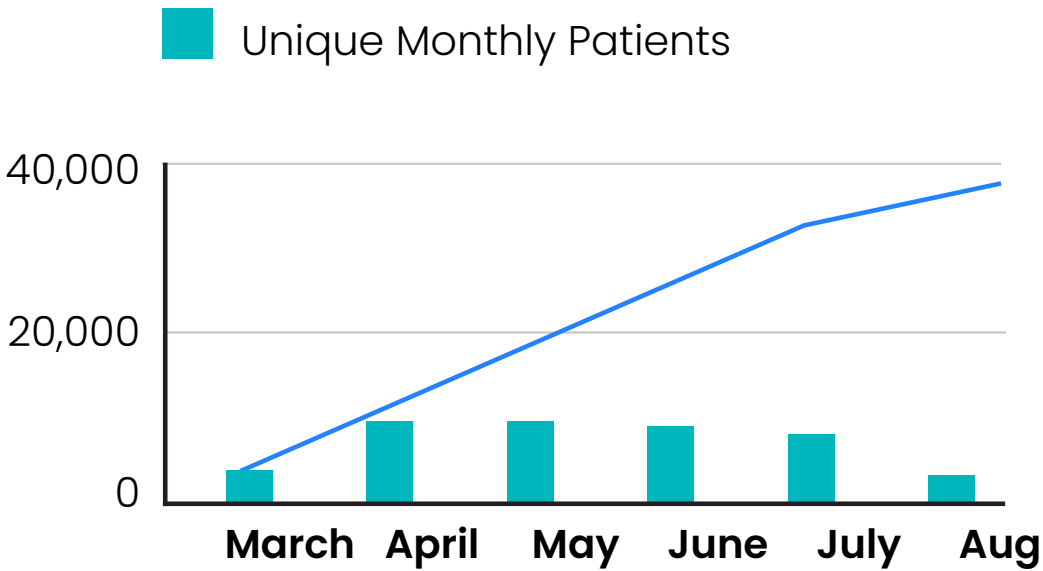
02

Results:
Measurable growth through precision engagement

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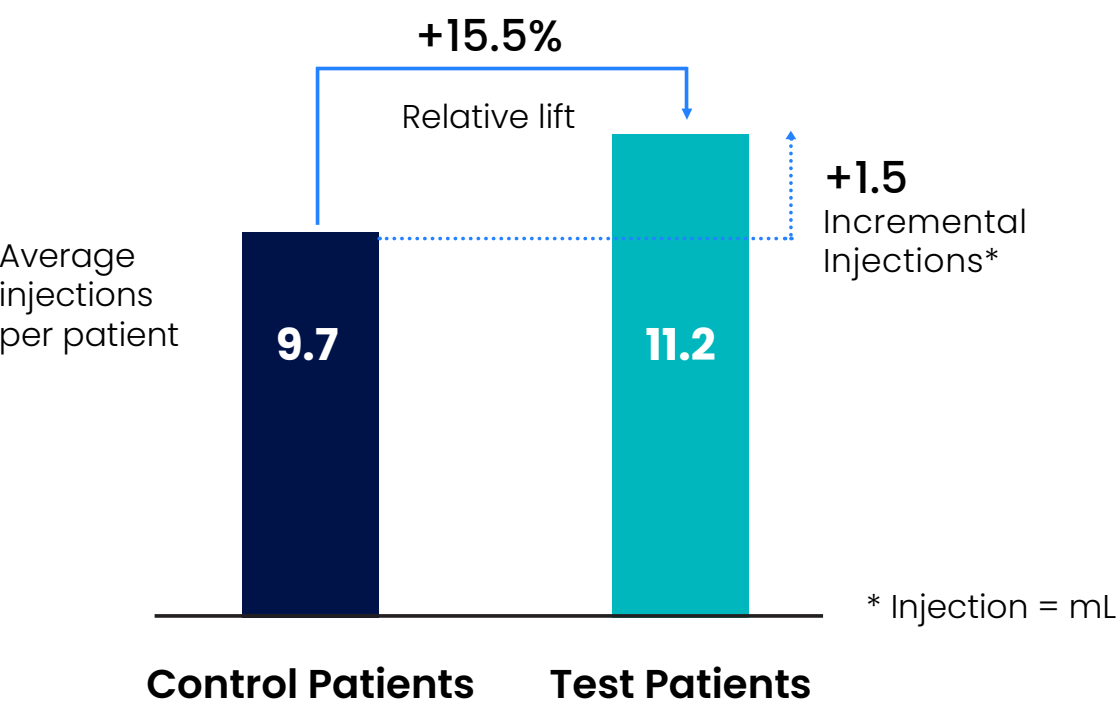**Results:** Measurable growth through precision engagement

Program scale + volume impact

The program reached **35,875 new patients, generating 26,907 incremental prescriptions over** the 6-month launch period.

■ Unique Monthly Patients

40,000

20,000

0

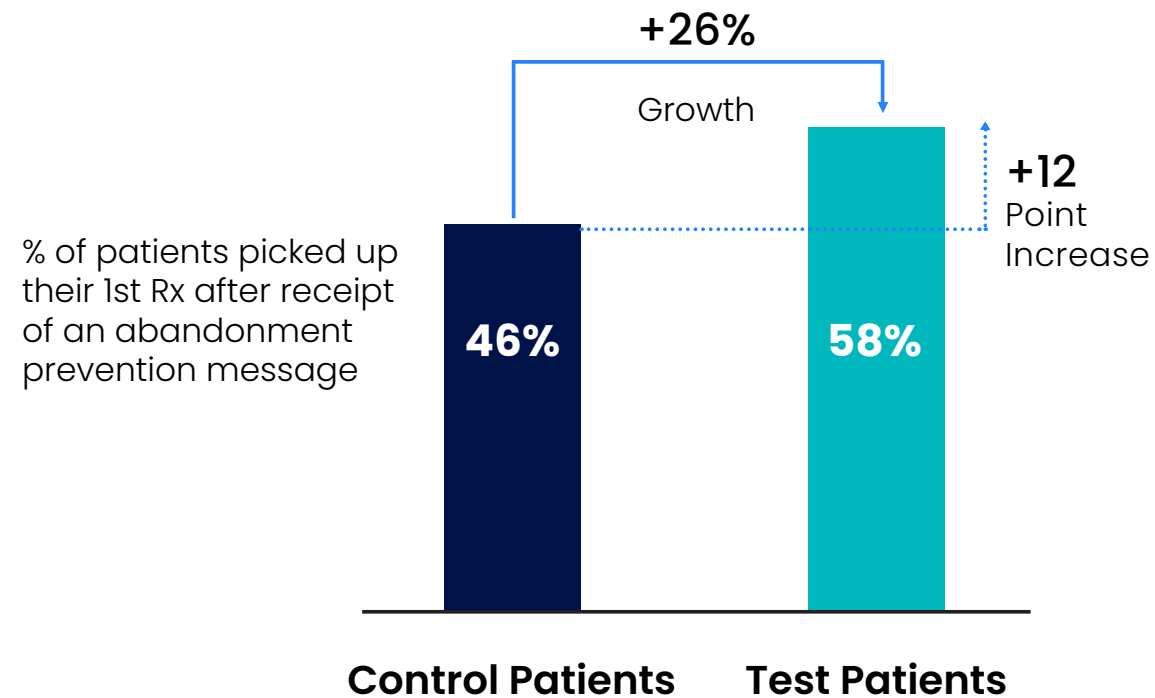March April May June July Aug

+15.5% lift in injections per patient

Patients in the program received an average of **11.2 injections compared to 9.7 in the control group**—equal to 1.5 additional injections or roughly 22.5 more days on therapy.

+15.5%

Relative lift

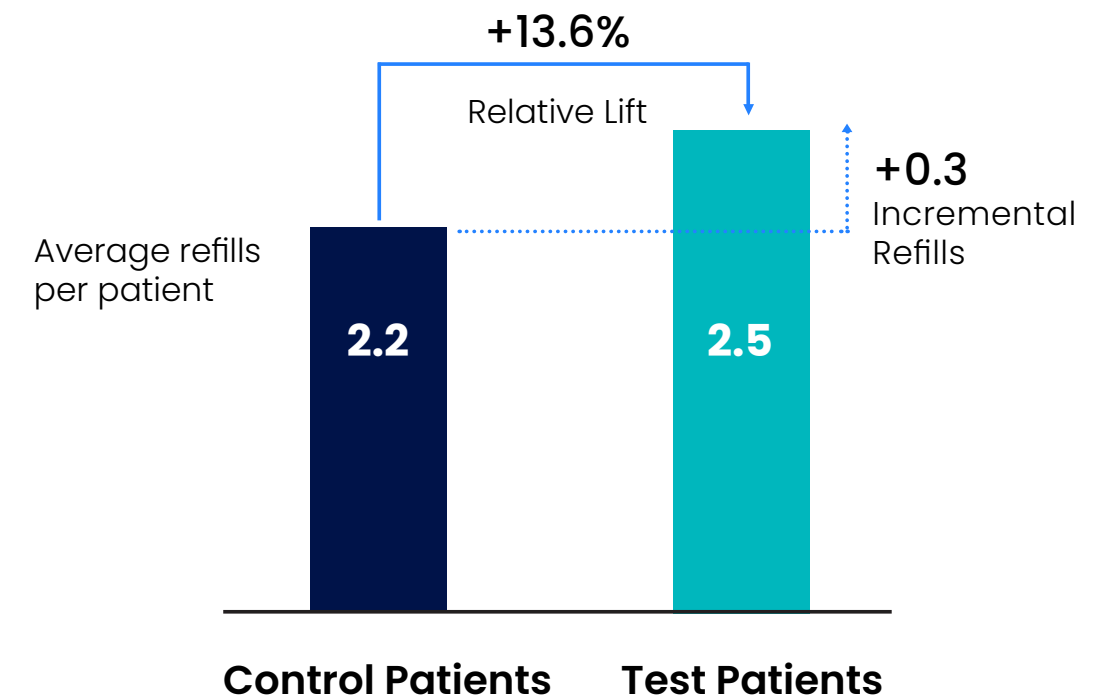Average injections per patient

9.7

11.2

+1.5 Incremental Injections*

Control Patients   Test Patients

* Injection = mL

Impact:
• 2 injections = 30 day supply
• Incremental 1.5 injection
• Add'l 22.5 days

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Results: Measurable growth through precision engagement

+26% higher first fill pickup rate

Among patients who received an abandonment-prevention SMS, **58% filled their first prescription within 15 days, compared to 46% in the control group**—a 12-point increase in early therapy initiation.

+26%

Growth

+12
Point
Increase

% of patients picked up their 1st Rx after receipt of an abandonment prevention message

46%

58%

Control Patients   **Test Patients**

+13.6% increase in refill volume

Program participants averaged 2.5 refills, compared to 2.2 for control—reflecting a **13.6% lift in refill engagement over six months.**
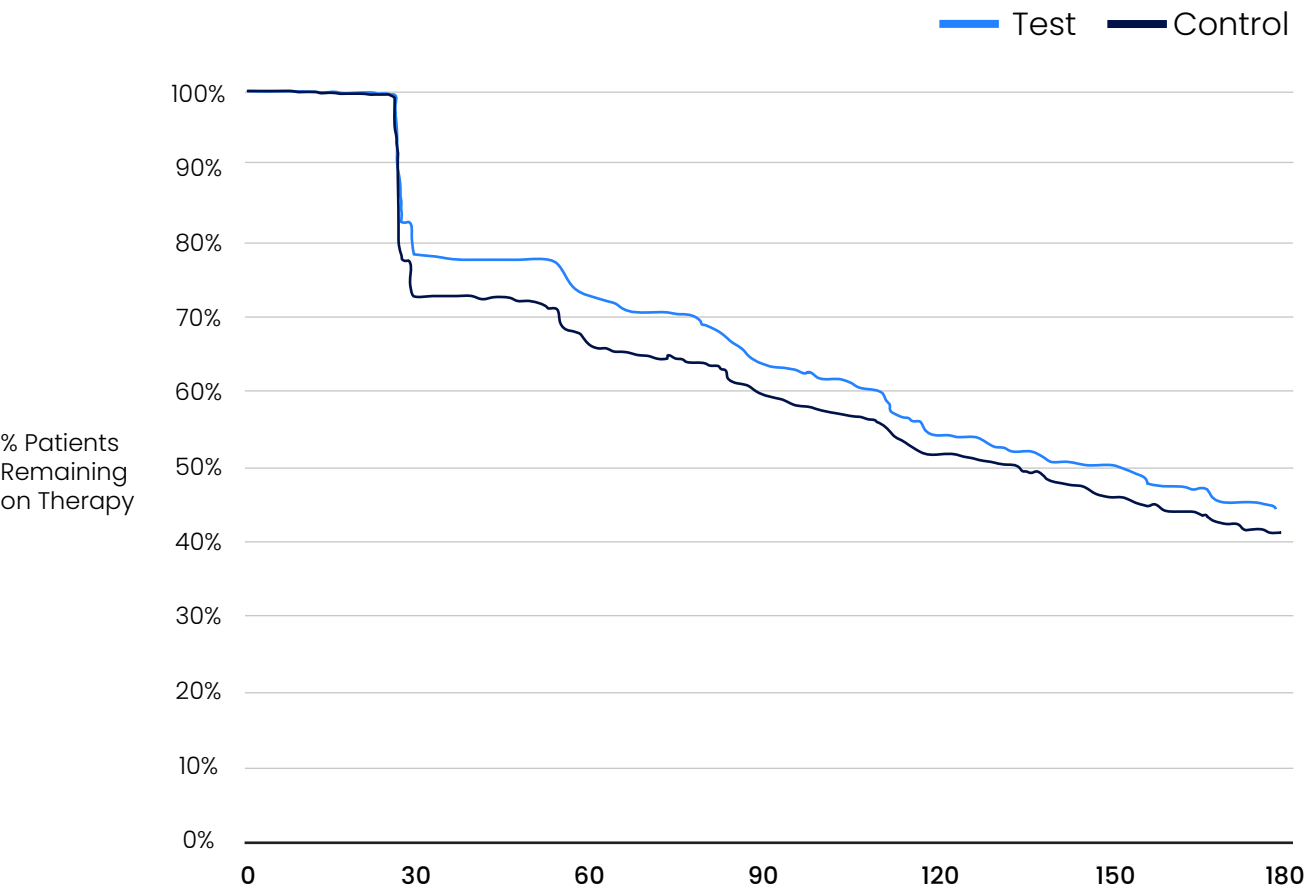
+13.6%

Relative Lift

+0.3
Incremental
Refills

Average refills per patient

2.2

2.5

Control Patients   **Test Patients**

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Results: Measurable growth through precision engagement

Stronger persistency at 180 Days

At both 30-day and 45-day grace periods, persistency rates were significantly higher for enrolled patients, demonstrating longer-term adherence beyond initial fills.

% Patients Remaining on Therapy

Legend: — Test — Control

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03

Why it worked:
Precision and
personalization

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03
Why it worked: Precision and personalization

Success wasn't just about reminders—it was about precise targeting enhanced by hyper-personalization, predictive intelligence, and seamless integration into pharmacy workflows.

The program used a rich combination of pharmacy data, real-time behavior signals, and social determinants of health (SDOH) to deliver the right message, in the right way, at the right time—based on the unique journey of each patient.

Every touchpoint was tailored not just to when a patient was due for a refill, but to who they were: their access to care, likelihood of nonadherence and communication preferences.

The approach delivered:

Speed: Near-immediate engagement following prescription initiationseek timely medical advice.

Scale: Activation across a national retail network with true omnichannel flexibility

Smart Design: Dynamic algorithms that continuously adapted messaging based on patient behavior and SDOH–informed risk profiles

The result? A program that went beyond standard adherence support to meet each patient where they are—driving measurable gains in persistence and brand performance.

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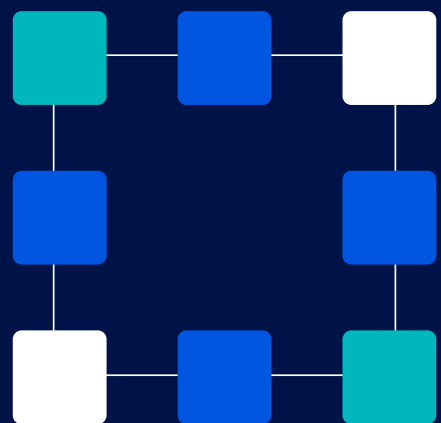
The takeaway

For brand leaders managing chronic therapies, **adherence isn't an outcome—it's a growth lever**.

With the right targeting strategy and a robust pharmacy-based infrastructure, brand managers can achieve improved adherence, ROI, and outcomes.

 | PCSK9 inhibitor case study | April 2025

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Why MedAdvisor Solutions

Access. Precision. Outcomes.
MedAdvisor Solutions helps pharmaceutical brands accelerate TRx and NRx through highly targeted, pharmacy-enabled patient engagement. With exclusive relationships across 9 of the top 10 U.S. pharmacy chains, we offer unmatched access to qualified, therapy-relevant patients—**reaching over two-thirds of the U.S. population.** We enable brands to connect with the right patients at scale, using data-driven insights to inform personalized messaging strategies that drive action.

What Sets Us Apart:
- **Unmatched Reach & Relevance:** Our expansive pharmacy network ensures access to high-value patient populations across demographics, disease states.

- **Hyper-Personalized Engagement:** AI-powered patient scoring, condition-specific data, and psychographic insights deliver messaging that drives behavior change.

- **Test-and-Control Framework:** Valuable insights empower brand teams to assess the impact of engagement tactics across their marketing.

- **Proven Results:** MedAdvisor programs consistently deliver results, including 6%+ average adherence lift, 25%+ increases in vaccination uptake, and 11% lifts in awareness for branded and unbranded initiatives.

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At MedAdvisor, we help you engage the patients who matter most—with the intelligence, scale, and transparency needed to deliver real commercial impact.

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