



S I M P L I F Y I N G T H E M E D I C A T I O N M A N A G E M E N T J O U R N E Y

Case Study

Enhancing Patient Adherence for Cholesterol-Lowering **Medication with Omnichannel Engagement**

Case Study: Enhancing Patient Adherence for Cholesterol-Lowering Medication with Omnichannel Engagement

Client:

Fortune500
Life Sciences Manufacturer

Objective:

A leading life sciences manufacturer sought to increase engagement and adherence among new patients using a cholesterol-lowering medication. The manufacturer faced significant challenges, including a high void rate where 18% of new patients did not pick up their first prescription, and a “one-and-done” phenomenon where 23.4% of new patients did not refill after their first prescription.

Solution:

To address these challenges, the manufacturer implemented MedAdvisor Solutions’ omnichannel engagement approach, powered by their AI-enabled THRiV™ platform. This included personalizing patient engagement across multiple channels, such as SMS and direct mail, to deliver convenient, relevant and timely communications to the right patient at the right time. This approach supported patients throughout their treatment journey, delivering the necessary encouragement and information to help them adhere to their prescribed therapy.

Data-driven
insights
for precise
patient
targeting

Implementation:

To execute the solution, the manufacturer partnered with MedAdvisor Solutions to design and deploy their omnichannel engagement program. The program utilized a mix of communication channels, leveraging MedAdvisor Solutions’ THRiV™ platform to identify the most effective touchpoints and messaging strategies for the target patient population. The implementation process was seamless, allowing for quick deployment that generated immediate impact across the patient network.



Results:

The introduction of the MedAdvisor Solutions omnichannel strategy yielded significant improvements in patient adherence:

Reached **40,000** patients.

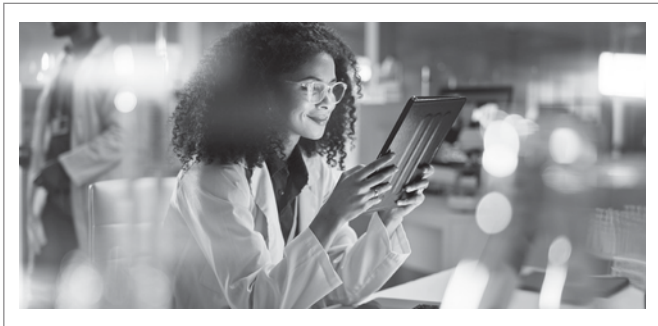
Generated **27,000** incremental injections.

Achieved a **15.5%** relative incremental lift over a control group.

Improved refill rates and reduced the “one-and-done” phenomenon among new patients.

By implementing MedAdvisor Solutions omnichannel engagement solution, the manufacturer significantly enhanced patient adherence for the cholesterol-lowering medication. The program’s personalized and data-driven strategy improved patient outcomes while delivering measurable business results.

Improved patient outcomes while boosting bottom-line



MedAdvisor
Solutions[™]

