MedAdvisor
Solutions®

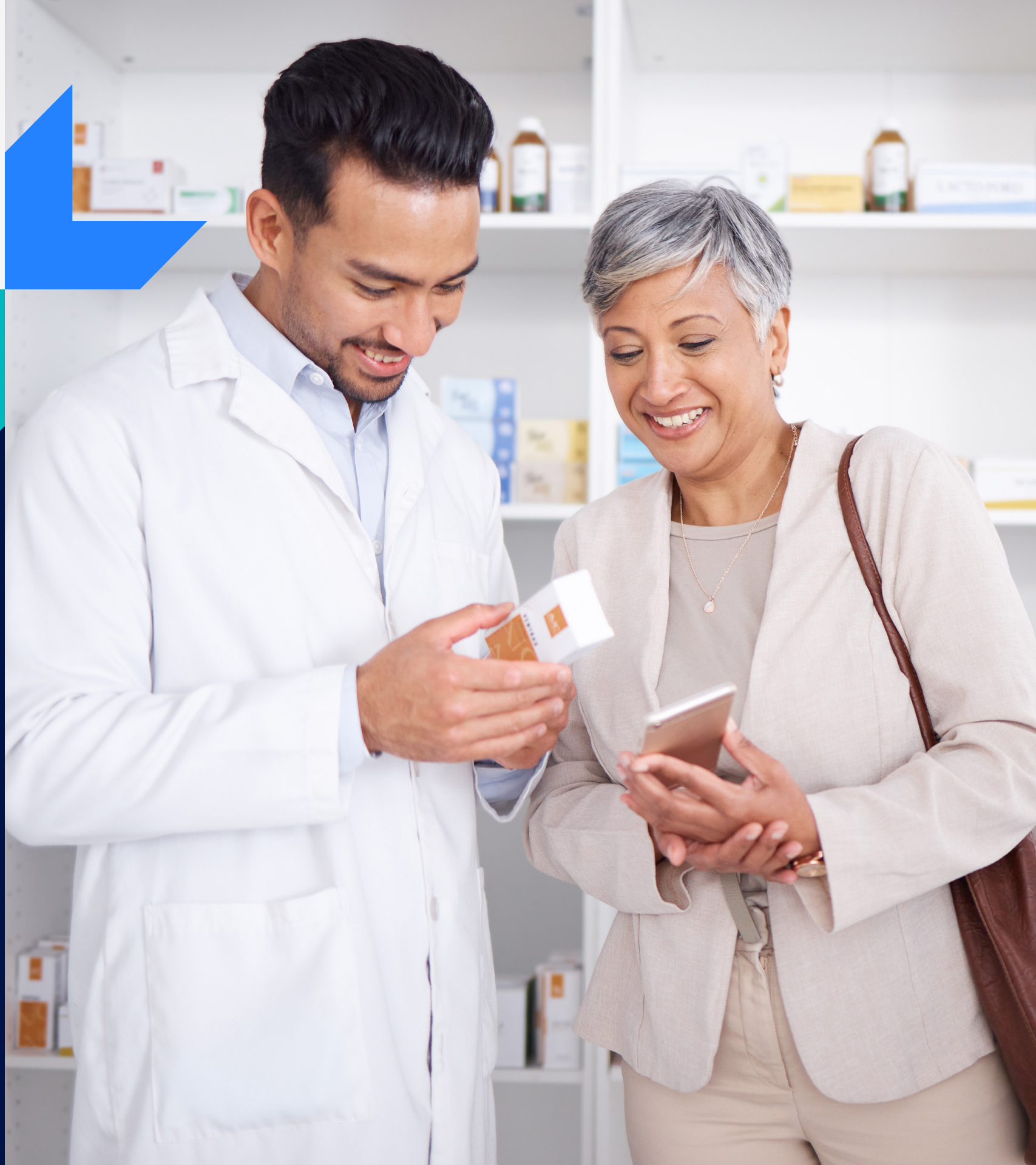# Personalizing patient engagement at scale to enhance the healthcare journey

Empowering patients through innovation

We are transforming patient medication management by connecting pharmacies, specialty pharmacies, with pharmaceutical manufacturers to precisely targeted patients at precisely the right point in time across the medication management journey through our next generation patient engagement platform.

By integrating AI, technology, and data with human touch-points, we are building a fully integrated patient engagement ecosystem that streamlines communication, enhances adherence, and improves health outcomes.

As medication management grows more complex, seamless coordination across healthcare stakeholders is essential. At MedAdvisor Solutions, we go beyond providing technology—we collaborate with our partners to develop strategies that drive real results in today's evolving healthcare landscape. With the speed, flexibility, and expertise to support meaningful change.

MedAdvisor Solutions™

Our network

THRiV™, our next-generation patient platform, uses rich data to personalize and anticipate patient needs delivering timely, relevant support. With a vast pharmacy network, we power **billions of patient engagements** annually, driving measurable improvements in adherence, awareness, and outcomes.

66%
of the U.S. population

9 of the top 10
pharmacy chains

3B+
prescriptions annually

MedAdvisor Solutions™

The industry's leading next-gen patient engagement platform

THRiV™, our next-generation patient platform, uses rich data and AI-driven personalization to anticipate patient needs and deliver timely, relevant support by integrating **real-time pharmacy data, behavioral insights, and AI-driven predictive modeling to determine the next best engagement** at every step of the medication journey. But pharmacy-led engagement isn't just about sending more messages—it's about having real conversations with patients in a way that feels personal, intelligent, and effortless. By tailoring outreach not just by medication but to each patient's unique needs, our platform ensures more meaningful and effective engagement.

For pharma-sponsored and pharmacy-branded awareness, adherence and public services programs, this approach moves beyond siloed patient engagement to fully integrated strategies that align patients' individual care journeys—creating deeper connections and driving better health outcomes.

11%
average lift across **awareness programs**

6–15%
average uplift across **adherence programs**

25%
average lift in **vaccine adherence**

MedAdvisor Solutions™

Omnichannel engagement

Robust communication channels deliver targeted information at the right moment in the medication journey.

This coordinated approach allows **pharma and pharmacies** to:

- Reach **highly targeted patient cohorts with personalized outreach** across digital and non-digital channels

- **Track and measure program** performance in real-time

- **Optimize engagement** strategies using AI-driven insights

01
Pharmacy Print
Essential medication and wellness information at the counter

02
SMS/MMS
Timely mobile reminders and support

03
Direct Mail
Personalized outreach between pharmacy visits.

04
Interactive Medication Assistant
Multilingual, AI-powered guidance delivered in a customized format

05
Digital and traditional regulatory content
Important information about prescription medication to support safe and effective use

MedAdvisor Solutions™

# Enabling hyper personalized, pharmacy-driven patient engagement

Consumer expectations—driven by the convenience and personalization seen in other industries and new market entrants are reshaping how patients engage with pharmacies. Patients now expect seamless, tailored experiences that fit into their daily lives, placing new demands on pharmacies to deliver **more personalized, proactive support**. At the same time, increasing operational pressures make it critical to **reduce administrative burden** and free up staff for meaningful patient interactions.

- Our platform streamlines and simplifies pharmacy-led engagement, ensuring it is both efficient and impactful

- Scales and automates patient engagement—delivering the right message to the right patient at the right time

- Improves adherence and health outcomes through proactive, personalized pharmacy-led interventions

Reduces administrative workload by streamlining management of multiple integrated engagement initiatives, allowing staff to focus on direct patient care.

Optimizing high-touch engagement for specialty medication patients

Specialty pharmacies serve patients with complex, chronic conditions requiring more personalized and consistent support to stay on therapy. The THRiV™ platform enables coordinated, high-touch interventions that drive adherence and improve patient outcomes while simplifying program management.
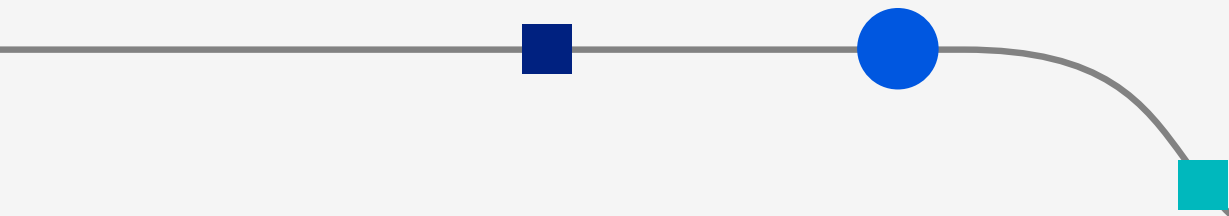
Extensive results monitoring to optimize success

Ensuring measurable impact requires a robust, test-and-control methodology that provides clear, data-backed insights into program performance. Real-time analytics enable pharma brands to:

Track
patient engagement and adherence trends across pharmacy channels

Optimize
future strategies based on real-world data and ongoing performance analysis

Measure
campaign effectiveness with side-by-side control group comparisons

Delivering real-world impact

50%
average lift in RSV program effectiveness

40%
average lift in COVID program effectiveness

11%
increase in awareness program results

6%
increase in medication adherence programs

By leveraging pharmacy trust, real-time patient insights, and AI-powered targeting, our programs enable pharma brands to execute precision patient engagement strategies that maximize reach, adherence, and brand ROI.

To learn more about our patient engagement platform, **go to www.medadvisorsolutions.com**

MedAdvisor Solutions™