

MedAdvisor Solutions™

CASE STUDY

Omnichannel Engagement in Pharmacy: A Patient-Centric Approach

Redefining patient engagement through
integrated, personalized strategies.





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Introduction



1. Introduction

With their always-on digital lifestyles, patients today are empowered like never before

Fully in control of the who, what, where, and when of engagement, they expect seamless, responsive experiences from their healthcare providers. For many patients, their health journey is no longer confined to in-person visits or one-off interactions; rather, they seek consistent support across all touchpoints—online, in pharmacies, and through other channels.

For pharmacies seeking to engage with patients, a seamless, patient-centered engagement model that is integrated across different channels and personalized to their unique needs is what consumers have come to expect. It's how they interact with their banking, travel and shopping partners. In a competitive and dynamic market it is critical for pharmacies to meet these expectations as well.

While omnichannel engagement has been around for several years, its role in pharmacy has been slower to mature. To be sure, pharmacies recognize the potential of omnichannel engagement to enhance patient relationships, improve medication adherence and drive measurable outcomes. However, the challenges in accomplishing this are notable: regulatory requirements, data privacy concerns, and integration complexity have slowed the industry's ability to achieve the same level of seamless engagement found in other industries.

For pharmacies seeking to engage with patients, they must deliver a seamless, patient-centered engagement model.

However, these challenges are not insurmountable, and the potential rewards are significant.

- enhanced patient engagement,
- improved medication adherence,
- measurable health outcomes,
- improved return on investment,
- and patient satisfaction and loyalty.

This paper explores the strategic benefits of omnichannel engagement and provides a roadmap for healthcare organizations to implement a patient-centric model that drives both improved patient experiences and long-term value.



Multi-Channel vs. Omnichannel



2. Multi-Channel vs. Omnichannel

Any understanding of omnichannel engagement must begin by clarifying what constitutes omnichannel engagement, as the term has become a ubiquitous catchphrase that lacks precision. How is it distinct from the more common multi-channel approach?

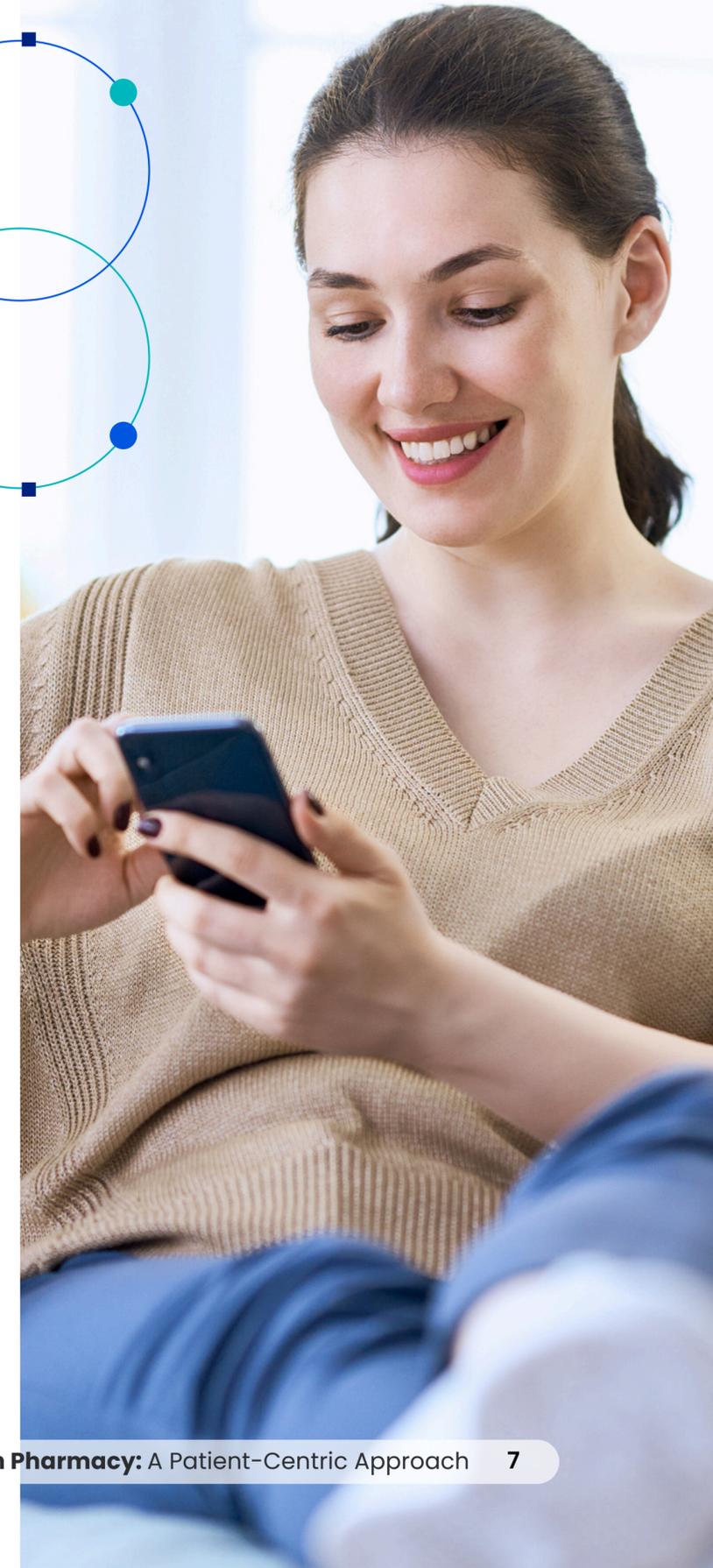
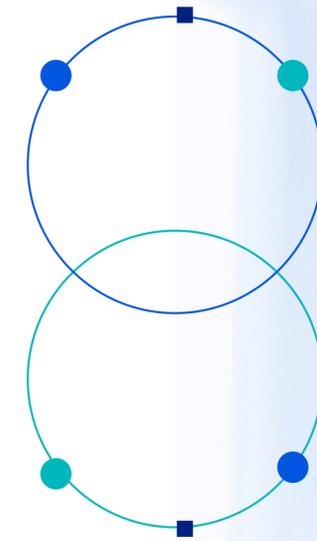
Multi-Channel Engagement

Multi-channel engagement involves delivering messages and information across different platforms, such as email, in-person interactions and mobile applications. While messaging is distributed across multiple channels, they lack integration, which can create disjointed, fragmented experiences. For example, in a healthcare setting, a multichannel initiative might send a text to a patient about their prescription but fail to see that same information reflected in the patient's healthcare provider's portal, creating inconsistencies that can hinder adherence.

Omnichannel Engagement

In contrast, omnichannel engagement is built on integration and consistency, delivering a unified experience across all touchpoints. Whether a patient interacts with a pharmacist, accesses an app, receives a text message, email, link to a web site or interacts with an interactive medication advisor, their journey is cohesive and personalized, informed by data that captures their unique preferences and health needs.

Omnichannel goes beyond simply reaching patients on multiple channels; it engages them, ensuring that these interactions are synchronized, responsive and tailored to meet each patient's needs throughout their health journey.



Patient- Centered Strategies



3. Patient-Centered Strategies

Paper, Please

But engagement is not limited to digital channels. Indeed, the successful omnichannel campaign is one that considers the patient's preferences first. And for many patients, especially older adults, traditional communication methods like in-pharmacy communication and direct mail remain essential.

Research underscores this preference—paper communication is the most popular method for aging populations.¹

Pharmacy-based communication – provisioned by Health and Human Services (HHS) as an opt-out communication – also plays a pivotal role in patient communications, especially for vaccine programs. Pharmacies, as trusted healthcare hubs, provide an ideal setting to deliver credible, valuable information, fostering open communication and future engagement opportunities.

For many patients, traditional communication methods like in-pharmacy communication and direct mail remain essential.

1. [American Press Institute, Print vs. digital subscribers: Demographic differences and paths to subscription, 05/02/17.](#)

Key Considerations for Effective Omnichannel Engagement in Healthcare



4. Key Considerations for Effective Omnichannel Engagement in Healthcare

Implementing a fully integrated omnichannel approach in healthcare presents unique considerations due to the industry's focus on patient privacy, regulatory compliance, and the need for coordinated data. With careful planning, a successful patient-centered engagement model is within reach.

Navigating Privacy and Compliance

In a highly regulated industry, ensuring privacy and adhering to standards like HIPAA are foundational. By embedding privacy-first practices into their omnichannel strategy, pharma manufacturers and pharmacies can build patient trust while delivering timely, personalized interactions.

Integrating Legacy Systems with New Technologies

Legacy systems may not fully support omnichannel data integration. By identifying partners and scalable solutions that integrate seamlessly, users can create a successful real-time experience across platforms that minimizes disruptions.

Creating Data-Driven Engagement Strategies

Precision is key to a successful engagement strategy, as it maintains patient trust and delivers effective outcomes. Leveraging AI and predictive analytics, pharma manufacturers and pharmacies can target interactions that respect patient preferences and deliver measurable value. This avoids "spray and pray" over-communication and ensures each message is relevant, fostering meaningful connections.



The Business Case for Omnichannel Engagement



5. The Business Case for Omnichannel Engagement

While rooted in driving better patient outcomes, an omnichannel strategy makes strong business sense, too. Research* indicates that companies with robust omnichannel strategies retain 89% of their customers, significantly outpacing retention rates for less integrated forms of engagement. By expanding to three or more channels, businesses can increase their order rate by an impressive 494%, illustrating the power of integrated, multi-touchpoint strategies.

An omnichannel approach leads to revenue growth, yielding six times more sales than single-channel marketing. It's not difficult to see why. For pharma manufacturers and pharmacies, an integrated communication model optimizes resources, streamlines processes and reduces operational redundancies—efficiencies that produce bottom-line savings while providing patients with the timely and relevant interactions that they prefer.

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*BetterCommerce. Omnichannel Statistics (2024) Every Business Needs to Know, Prasenjit Dey.

A Look Ahead



10. A Look Ahead

With stakeholder support, pharmacies are well-positioned to adapt to the future of patient-centered care. And as healthcare continues to evolve, so too do omnichannel strategies, which are rapidly expanding to include new technologies and channels. Emerging advancements such as AI, conversational chatbots and predictive analytics promise even more personalized, responsive and immersive patient interactions.

Central to this future vision is a move toward patient-centric data models that enable scalable personalization. By leveraging patient, pharmacy and SDoH data, pharmacies can create a more precise understanding of individual patient needs, tailoring outreach, and support to be more relevant and impactful.

For instance, an Internet of Things (IoT) device offers real-time insights into patient health; integrated within a pharmacy's omnichannel system, this data can seamlessly inform digital notifications and in-person consultations, ensuring patients receive consistent, personalized support across all channels.

By embracing these emerging trends, pharmacies can foster stronger patient relationships, drive adherence, and support better health outcomes. As omnichannel technology progresses, the healthcare industry can enhance patient engagement in unprecedented ways—one where every interaction contributes meaningfully to the patient's health journey.

The future of omnichannel engagement in healthcare is marked by a **commitment to meeting patients where they are, with communication that feels personal, connected, and responsive.**

About MedAdvisor Solutions

MedAdvisor Solutions remains committed to a healthier future where pharmacists are seamlessly integrated into the primary care delivery system. By seizing every patient engagement as an opportunity for positive health change, we empower individuals to take control of their health with confidence and clarity through patient engagement resources that support medication management and drive positive outcomes.

AI will redefine the pharmacy in 2025 by driving a new era of personalized patient engagement. We won't only see streamlined workflows, but also a transformation of how pharmacies empower patients and how they bridge gaps in underserved communities by providing better medication access and education.

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