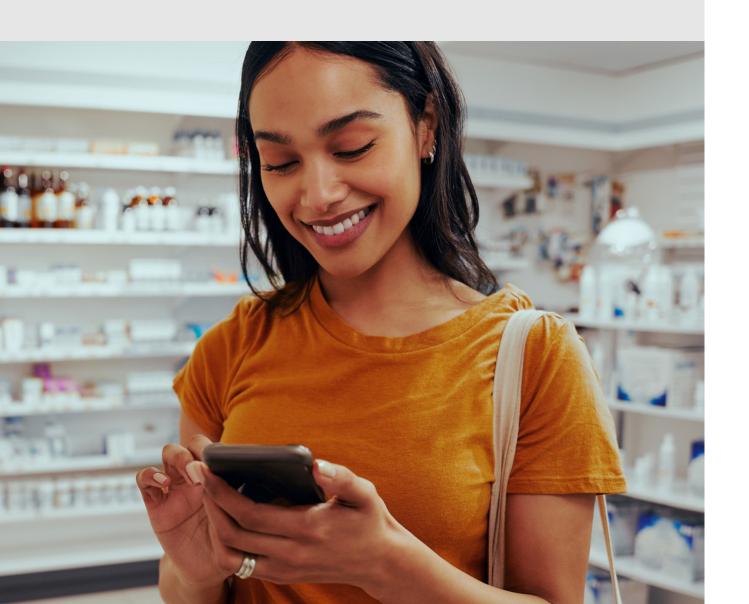**MedAdvisor Solutions**®

US leader in pharmacy-led patient engagement

Engaging the right patient at the right time with the right message

Our network

66%
of the U.S. population

9 of the top 10
pharmacy chains

3B+
prescriptions annually

MedAdvisor Solutions helps pharma reach the right patient at the right time in the right way.

Our data-driven platform delivers precision targeting and timely engagement, connecting patients at key moments to improve adherence, reduce waste, and drive better outcomes.

THRiV™, our next-generation patient platform, uses rich data to personalize and anticipate patient engagement delivering timely, relevant support.

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 rich data-driven insights

01
Pharmacy Print
Essential medication and wellness information at the counter

02
SMS/MMS
Timely mobile reminders and support

03
Direct Mail
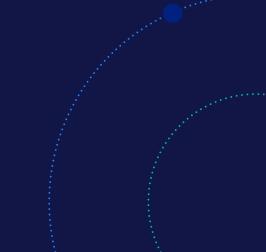Personalized outreach between pharmacy visits.

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**™

Extensive patient data enables targeting of qualified, high value patients and caregivers

Patient Demographics

Age, gender, zip code

Medication History

Product form/strength, dosage, days supplied, # refills

Disease State Information

Concomitant medications, co-morbidities, prior drug/class experience

Adherence Tendencies

Therapy duration, product switches, lapsed behavior

Prescriber Information

Specialty, gender, location, practice information, patient and Rx volumes

Payer Type

Payer type (cash, government sponsored, commercial)

MedAdvisor Solutions™

Pharmacies offer influential access points throughout the patient journey

- **Patients visit the pharmacy 12-times more than their provider,** creating a unique opportunity to educate and support the treatment journey

- **Pharmacy-led patient engagement** offers timely, HIPPA compliant communications

- **Precisely targeted, data-driven** communications based on patient medication history data and real time behavior **increases relevance**

- **Trusted pharmacy-patient relationship** drives receptivity to engaging and learning

- **Patient engagement fully integrated with pharmacy workflow** enables optimal cadence and frequency across the patient journey

MedAdvisor **Solutions**™

Actionable data to power marketing insights and decisions

Real-time analytics enable pharma brands to:

Track
patient engagement and adherence trends across pharmacy channels

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

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

Delivering lift, results and 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 hyper-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™