



CASE STUDY

Proven Results:

In-Pharmacy
Education Drives
Awareness and
Specialist Visits for
Advanced Asthma
Treatments



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Introduction: Empowering Patients to Manage Severe Asthma



Introduction:

Empowering Patients to Manage Severe Asthma

The Asthma Biologic in Pharmacy Adjunctive Program used pharmacy visits to educate severe asthma patients about advanced treatments, including biologics, as potential adjunctive therapies for severe eosinophilic asthma.

Through in-pharmacy education, patients gained actionable information about their condition and were encouraged to explore advanced treatment options and specialist care.

By integrating engagement at the pharmacy level, the program helped patients better understand their asthma and available treatments, driving many to seek specialist care.

The following overview describes the program, and the results, demonstrating success in improving awareness and influencing patient behavior.

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Background: Addressing Gaps in Severe Asthma Awareness

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Addressing Gaps in Severe Asthma Awareness

Despite advancements in asthma care, many severe asthma patients remain unaware of treatments like biologics that can manage specific severe cases. This lack of awareness often leaves patients reliant on suboptimal regimens, hindering their ability to achieve better outcomes.

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Pharmacists, as accessible and trusted healthcare providers, are uniquely positioned to educate asthma patients. The targeted education provided through the program drove behavior change, leading participating patients to seek specialist care and explore advanced treatment options. Recognizing this potential, an international pharmaceutical company partnered with MedAdvisor Solutions to implement the program, improving patient awareness, guiding informed decisions, and enhancing health outcomes.

**Pharmacists,
as accessible
and trusted
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Program Overview



Program Overview

The program leveraged MedAdvisor Solutions' extensive pharmacy network to reach patients in pharmacy where they already manage their medications.

Precise Targeting:

Patients were identified through prescription data, focusing on those with persistent asthma symptoms or advanced treatment needs.

In Pharmacy Engagement:

The targeted patient cohort received education about treatment options at the pharmacy to support informed decisions and best actions.


Biologic

XXXXXXXXXX


Please read and discuss any questions you may have with your healthcare provider.

XXXXXXXXX® (xxxxxxxxxx) is approved as an add-on maintenance treatment for patients X and older with severe eosinophilic asthma. XXXXXXXX is not used to treat other problems caused by eosinophils and is not used to treat sudden breathing problems.


Approximately X out of X adults with severe asthma may have eosinophilic asthma*



When added to current asthma treatments, XXXXXXXX has been clinically proven to reduce the occurrence of asthma attacks by up to XX%.[†]




XXXXXXXXX can lower daily oral steroid use by XX%.[‡]




When added to your current asthma treatments, XXXXXXXX improves lung function so you can breathe easier.[§]

How is your asthma affecting you?



Do you use a rescue inhaler more than X times a week?



Do you need to take oral steroids every day?

Do you wake up at night more than times a month because of your asthma symptoms?

If any of these apply to you, you may have a different kind of asthma.
A simple blood test may help determine if you have eosinophilic asthma, which is a common type of severe asthma.
Individual results may vary.
Don't stop your asthma treatments unless your healthcare provider tells you to.

Ask your healthcare provider if XXXXXXXX is right for you.

IMPORTANT SAFETY INFORMATION

Do not use XXXXXXXX if you are allergic to benralizumab or any of the ingredients in XXXXXXXX.

Do not use to treat sudden breathing problems.

XXXXXXXXX may cause serious side effects, including:

- allergic (hypersensitivity) reactions, including anaphylaxis. Serious allergic reactions can happen after you get your XXXXXXXX injection. Allergic reactions can sometimes happen hours or days after you get your injection.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Xxxxxxxx has written this communication and paid for it to be distributed to you. Your privacy is important. Your personal information will not be shared with Xxxxxxxx as part of this program. To stop receiving sponsored information at this pharmacy, call 1-XXX-XXX-XXXX.

Please see additional Important Safety Information continued on the accompanying pages, along with the Brief Summary of the full Prescribing Information. For full Prescribing Information, visit www.XXXXXXX.com.

Tell your healthcare provider or get emergency help right away if you have any of the following symptoms of an allergic reaction:

- swelling of your face, mouth and tongue
- breathing problems
- fainting, dizziness, feeling lightheaded (low blood pressure)
- rash
- hives

* A registry study considered severe asthma patients likely to have e-asthma based on several factors including higher blood eosinophil levels ≥XXX cells/uL.

† In a 48-week clinical trial of XXXXXXXX vs placebo + existing medicines. In a XX-week clinical trial, XXXXXXXX reduced the occurrence of severe asthma attacks by XX% compared with placebo + existing medicines.

‡ Median reduction, compared with XX% with placebo and existing medicines in a X-week clinical trial of XXXXXXXX vs placebo in patients receiving daily steroids + existing medicines.

§ Statistical significance in lung function improvement was established at end of treatment. Week XX results were descriptive only.

XXXXXXXXX demonstrated greater improvements in lung function compared with placebo at Week X.

For more information visit xxxxxxx.com or scan here

Program Overview

Program Phases

The program spanned 26 months and included three phases:

Pre-Period:

Baseline data collected to observe patient care patterns and behaviors prior to the program.

Enrollment Period:

Active patient engagement through in-pharmacy communications.

Post-Period:

Outcomes, including changes in awareness and treatment patterns, analyzed to measure effectiveness.



Program Overview

Patient Cohorts

Patients were categorized into three cohorts based on their prescription history:

Short-Acting Beta Agonist Users:

Patients with a history of frequent SABA use. (Poorly controlled asthma.)

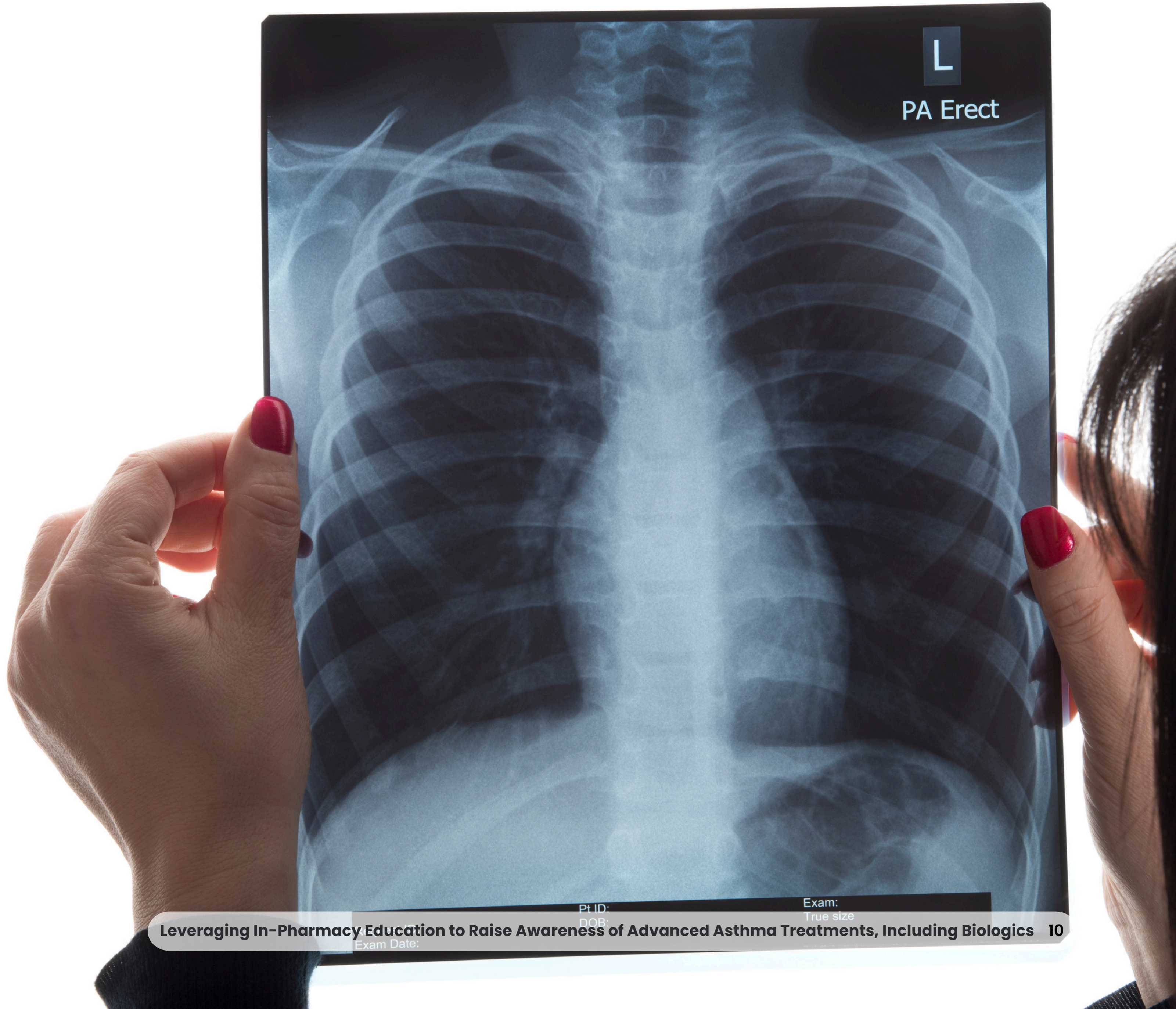
ICS/LABA or OCS

Oral Corticosteroid Users:

Patients using inhaled corticosteroids (ICS) combined with long-acting beta-agonists (LABA) or oral corticosteroids (OCS). (Moderate to severe asthma.)

Patients Previously Prescribed Biologics:

Included patients with prior exposure to biologic therapies. (Advanced disease.)



Enrollment and Engagement Trends

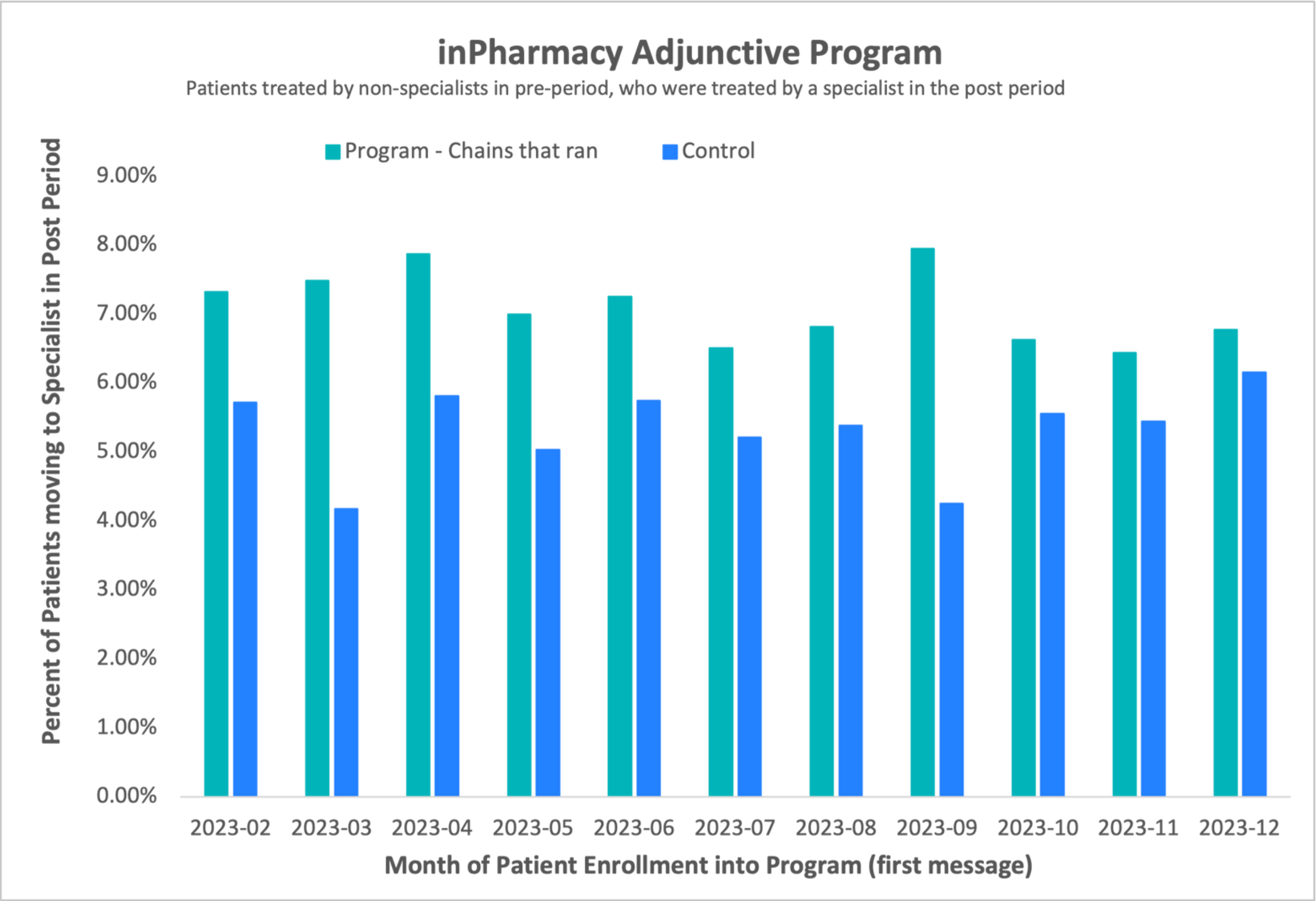


Enrollment and Engagement Trends

Over the enrollment period, nearly 500,000 unique patients were engaged across the participating pharmacy network.

Steady Growth:
Enrollment ramped up steadily, reflecting successful patient identification and messaging deployment.

Engagement Peaks:
Peaks in enrollment corresponded to periods of heightened pharmacy traffic, such as the onset of allergy seasons, when asthma symptoms often worsen.



Results and Impact

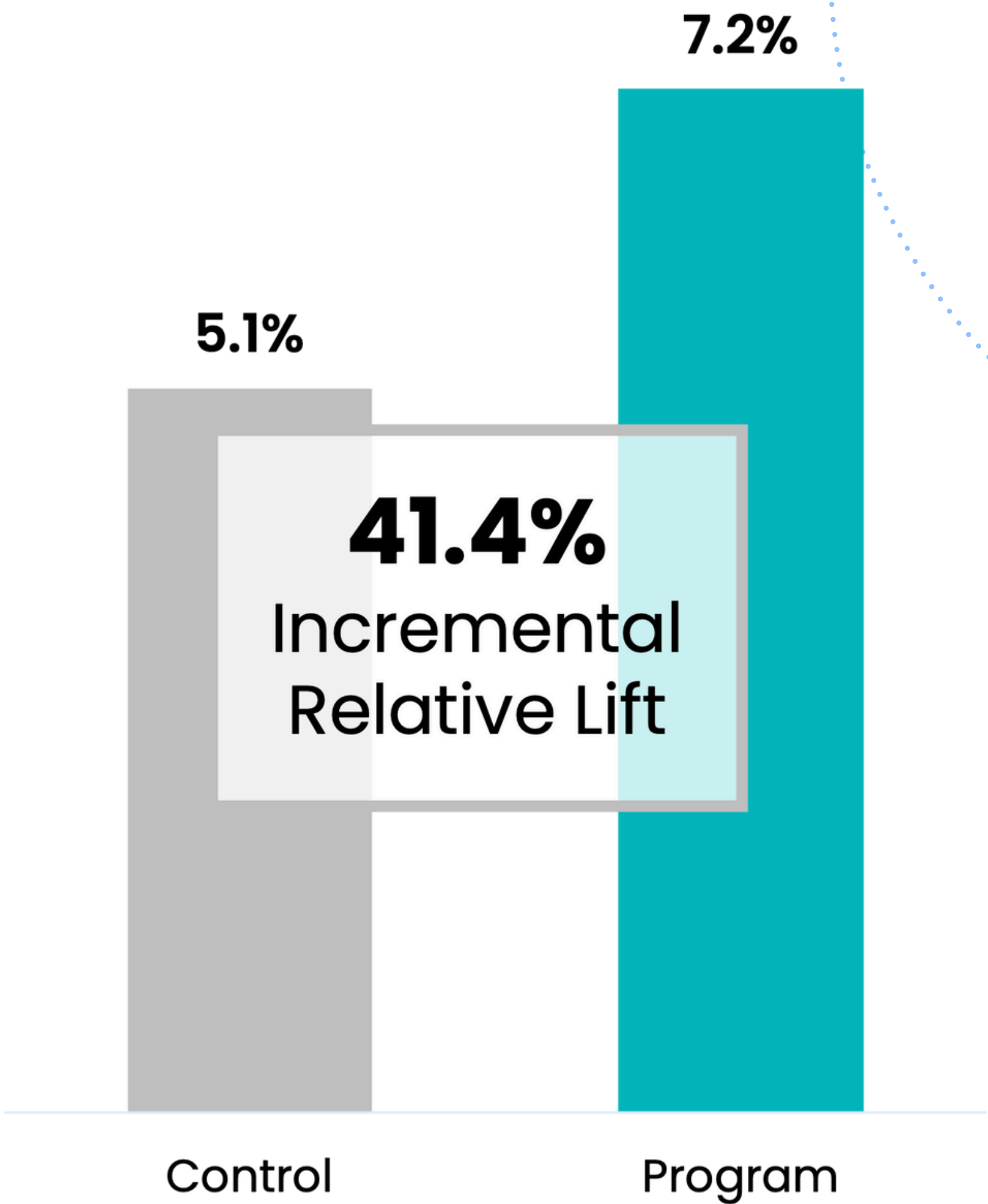


Results and Impact

Increase in Specialist Consultations

The program demonstrated a 41.4% incremental relative lift in specialist consultations among patients receiving in-pharmacy communications compared to the control group.

This created an opportunity for patients to learn about biologics and other treatment options to better address their needs and improve outcomes.



Conclusion:

Empowering Patients with Pharmacist-Led Education

The program demonstrates how pharmacy-education drives behavior change and empowers patients to take proactive steps to manage their disease. By combining educational information, data-driven targeting, and trusted pharmacy engagement, the program successfully improved patient awareness of advanced treatment options and motivated them to seek specialist care, achieving a **41.4%** incremental relative lift over the control group.



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.

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