



ACCELERATING PROGRAM SUCCESS

Insights

Unlocking Growth
for Mature Pharma Brands

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Amid an increasingly competitive and complex marketplace, mature pharmaceutical brands require a tailored approach to achieve market success and sustain growth.

Adherence Challenges

Mature pharmaceutical products are essential for managing chronic conditions, yet adherence can decline over time due to a variety of factors:

- **Side Effects:** Experiencing adverse effects can lead patients to discontinue use.
- **Lack of Symptoms:** Absence of noticeable symptoms may lead patients to believe medication is unnecessary.
- **Cognitive Impairment:** Memory issues, particularly in older adults, can result in missed doses.
- **Mistrust:** Distrust in healthcare providers or the pharmaceutical industry may deter patients from following recommended prescription instructions.
- **Cost:** 30% of patients cannot afford their medications and do not take them as prescribed as a result.²

An Industry Leading Approach

Our mature programs achieve an average **3.5:1 ROI**

At MedAdvisor Solutions, we recognize that while challenges exist, mature brands are uniquely positioned to respond by leveraging an established patient base and long-term clinical data to reinforce their value.

For over 30 years, we have partnered with leading pharmaceutical brands to harness pharmacy-led patient engagement, helping mature brands optimize adherence—from first fills to long-term compliance and better outcomes.

Between 2009 and 2023, 8 of the top 17 pharmaceutical companies faced double-digit annual revenue declines—largely due to patent expirations and rising generic competition.¹



Our tailored campaigns amplify a product's strengths by aligning its unique attributes, target cohorts, and growth objectives. Using a library of industry-leading content, we deliver personalized messaging across digital and non-digital channels—including in-pharmacy print, direct mail, SMS, AI-enabled chatbots and more —engaging patients at critical points in their journey.

Powered by THRiV, our AI-enabled platform integrates pharmacy data, SDoH insights, and external datasets to sequence content, messaging, and timing. This data-driven approach drives behavior change, fosters meaningful connections, and supports improved adherence.

Strategies for Sustained Growth

Based on our work with hundreds of mature brands through millions of engagements we have identified the following critical success factors.

1. **Engage Patients Directly:** Create personalized patient interactions at critical points in their healthcare journey.
2. **Expand Reach:** Address underserved populations with multilingual campaigns and targeted outreach.
3. **Maximize Lifespan Value:** Extend the lifecycle of your mature brand by sustaining patient loyalty through continuous support.
4. **Minimize Erosion Curve Impact:**
 - **Focus on Retention:** Develop targeted interventions to retain patients nearing the end of their prescribed therapy duration by addressing common barriers like affordability, side effect management, or logistical issues with refills.
 - **Reengage Lapsed Patients:** Identify patients who have stopped therapy and deploy reactivation campaigns through personalized reminders and offers.
 - **Monitor adherence:** Continuously monitor adherence patterns and loss points to refine strategies that mitigate erosion in the patient base.
 - **Collaborate with Pharmacy:** Partner with pharmacists who see patients more regularly than most providers to adherence programs and gain brand credibility

By taking these actions, erosion of the patient base can be minimized, ensuring sustained revenue and long-term success.

Proven Impact

Leveraging our strategies for sustained growth, we partnered with a leading pharmaceutical brand to execute an approximately year-long omnichannel adherence program for a mature anticoagulant.



Key Components:

Our approach employed proven strategies for sustained growth to maximize results:

- **Personalized Engagement:** Delivered sequenced messaging via in-pharmacy print, SMS, and direct mail at critical points in the patient journey.
- **Targeted Outreach:** Reached diverse patient cohorts through tailored campaigns to expand reach and drive adherence.
- **Retention & Reactivation:** Used predictive analytics to re-engage lapsed patients and collaborated with pharmacists to strengthen patient connections and brand credibility.



Results

Incremental Lift: **2.8%**

Patients Reached: **149,000**

Incremental Revenue: **\$10.7 Million**

ROI: **5.7:1**

Impact

This program delivered substantial revenue impact. The 2.8% incremental lift translated into \$10.7 million in revenue, demonstrating the effectiveness of an omnichannel adherence model for high-cost medications

By aligning engagement with patient needs and leveraging THRIV's data-driven capabilities, the campaign significantly improved adherence and therapy completion rates, showcasing how tailored strategies drive measurable growth and lasting success.

Partner with us

Contact us today to partner on extending your brand strategy to achieve lasting impact and measurable success.

Sources:

1. [S&P Global. How Business Strength Varies Across Top Branded Pharmaceutical Companies](#) (2024 Update), 08/06/2024, David A Kaplan,
2. KFF, Public Opinion on Prescription Drugs and Their Prices. <https://www.kff.org/health-costs/poll-finding/public-opinion-on-prescription-drugs-and-their-prices/>, 10/04/2024, Grace Sparks, et al

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