

Increasing adherence, loyalty, and ROI

Established brands still have a lot of life left in them – even if their promotional budgets are starting to dry up.

An intelligently designed mobile adherence strategy can help by engaging patients based on claim-based data and triggering timely, personalized messages — while delivering a positive user experience that stays with them long after a brand's loss of exclusivity date.



Situational Analysis

A leader in its category for many years, a well-known prescription brand was in search of a way to set its brand apart in a competitive market.

The brand's goals included improving patient access and driving better adherence before loss of exclusivity (LOE).

Solution Design

The client looked to EngagedMedia™ to create and implement an innovative way to digitally connect with patients to drive initial fills and refills of the branded therapy.

Using its patented EngagedPatient™ platform, we developed a campaign that allowed eligible patients to instantly participate in the brand's savings program, which includes personalized messages to help drive adherent behavior.

Campaign elements included real-time personalized messages that ease the prescription refill process, such as:

Displaying a patient's physician's contact information in the body of a text message, for calling in refills

Pharmacy contact information when a call to the patient's pharmacist is needed to stop a reversal

Digital wallet eCards, one-click refill ordering, event-driven alerts triggered by reversals, end-of-Rx messages, and more



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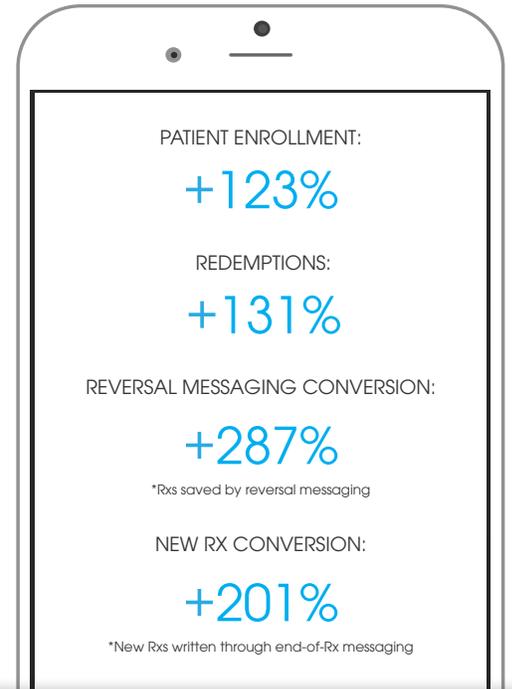
INTELLIGENT MOBILE MESSAGING

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Results

Program effectiveness was measured based on Key Performance Indicators (KPIs) including initial enrollments and fills, refill rates and refill ordering utilization, days between fills, average days on therapy (ADOT), new prescriptions, and opt-out rates. All of the KPIs for the campaign were compared to the corresponding rates for patients across the nation who received the same brand discounts using other redemption methods (non-SMS) in order to show positive impact on patient behavior and adherence.

This branded program continues to enroll thousands of patients each month, indicating widespread adoption by the target audience. To date, redeeming patients average five days between enrollment and first fill and six days between receiving a refill reminder message and refilling their prescription. In the event of a reversal by the pharmacy, over half of all eligible patients continue to fill the brand after being notified of the reversal via text, significantly curbing abandonment rates.



9:1 ROI

The EngagedPatient™ platform utilizes real-time pharmacy events and information to connect with patients about their prescription medications. Our patented technology includes a simple, privacy-safe enrollment process that taps into a patient's claim data to trigger intelligent, personalized mobile messages that promote adherence and deliver a positive brand experience.

Contact us to learn how we can help reach your brand's goals.



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