

**Beyond Direct to  
Consumer Playbook:**  
Navigating a changing  
landscape with targeted  
strategies to drive  
TRx and NRx





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# Introduction

The U.S. pharmaceutical industry has experienced substantial growth over the past year, driven by tailwinds such as the rise of new drugs and the expansion of the specialty market. Prescription drug spending reached \$435 billion in 2024, marking a 9.9% increase from the previous year, excluding COVID-19-related expenditures, with biologics and specialty therapies leading the way (IQVIA). Yet even as the market expands, **pharmaceutical companies are facing mounting regulatory headwinds—including the threat of new restrictions or outright bans on direct-to-consumer (DTC) advertising.**

In this new environment, traditional approaches to pharmaceutical marketing need to and are evolving. TRx (Total Prescriptions) and NRx (New Prescriptions) will remain key metrics for tracking success. However, new approaches are required to effectively drive these metrics. The focus on TRx is critical for ensuring long-term adherence and engagement, which are essential for sustaining market share in an increasingly competitive market. At the same time, the launch of new brands requires a strong focus on NRx, to capture the attention of new patients and physicians.

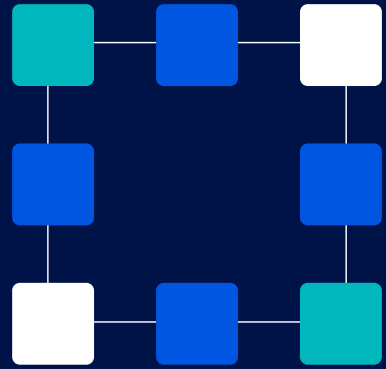




To succeed in this complex landscape, large-scale advertising, which has traditionally provided measurable results, needs to be complemented by precisely targeted engagements. It's no longer enough to rely on mass advertising alone. Companies must **leverage data and advanced segmentation to reach key patient populations more effectively and drive awareness and education in ways that feel personalized and impactful.**

For example, in specialty areas like oncology and rare diseases, new treatments require tailored patient support programs to ensure adherence. These programs, which go beyond just providing medication, can significantly impact TRx by offering patients the tools, education, and guidance they need to stay on therapy.

In light of these shifts, pharma companies must not only adjust their marketing to account for new regulatory pressures and consumer expectations but also become more data-driven, leveraging analytics to design programs that engage both existing and new patients in highly targeted, meaningful ways. This transformation will be crucial for navigating the current challenges and seizing the opportunities in the U.S. pharmaceutical market.



## Three recommended strategies for addressing pharma marketing challenges and enhancing TRx & NRx

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In light of the dynamic regulatory landscape, increasing consumer demands, and the need to adapt to a more patient-centric environment, pharmaceutical companies must rethink their approach to marketing. Below are three strategic recommendations for achieving these goals.



01

**Engage pharmacists  
as medication experts  
to support adherence  
and build trust**

01

## Engage pharmacists as medication experts to support adherence and build trust



### Strategy

Pharmacists are an integral part of the healthcare team and can play a critical role in improving patient adherence to therapies. By leveraging pharmacists as **medication experts** who provide personalized medication counseling, pharmaceutical companies can increase trust – positively impacting both **TRx** and **NRx**. The strategy should include:

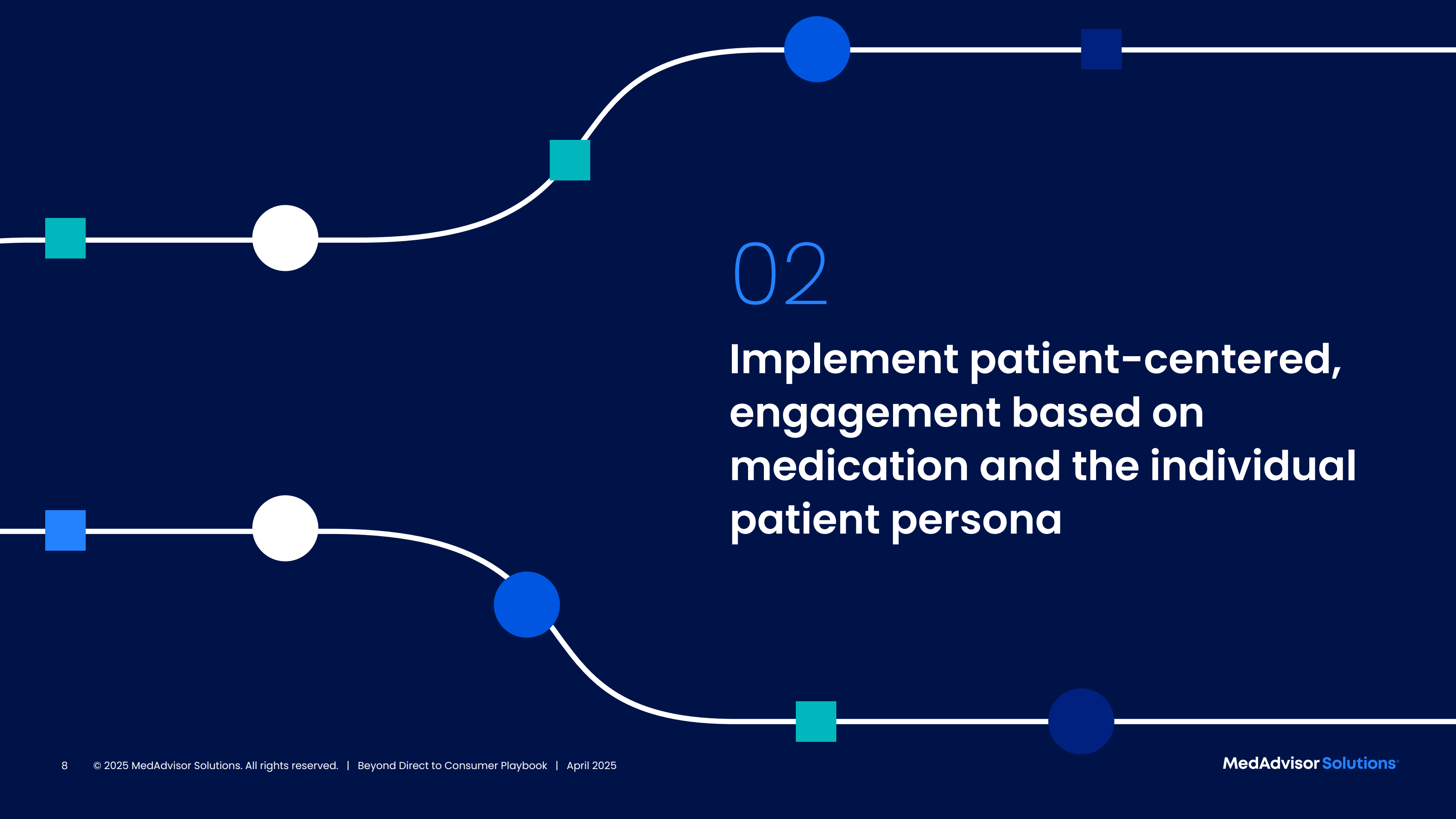
- **Collaborative patient engagement programs:** Engage pharmacists in **patient support initiatives**, such as medication adherence, education and follow up. This personalized approach can enhance patient experience and treatment adherence.

- **In-pharmacy communication:** Leverage in-pharmacy brand engagement opportunities to enhance the brand trust that creates a lasting patient relationship. In-pharmacy messaging can directly and indirectly support medication management – with education about medication, treatment options and general wellness information.



### Impact on TRx and NRx:

- **TRx:** By improving adherence through pharmacist-led interventions, patients are more likely to stay on therapy, driving long-term **TRx**.
- **NRx:** Pharmacists can serve as trusted advisors, recommending new therapies to patients who might benefit, thus driving **NRx** through informed, personalized recommendations.



02

**Implement patient-centered, engagement based on medication and the individual patient persona**



## Implement patient-centered, engagement based on medication and the individual patient persona



### Strategy

Each patient is unique, and treatment plans should be tailored not only to their medical needs but also to their individual characteristics, preferences, and behaviors. A **patient-centered engagement** model will help companies connect with patients more effectively, leading to better adherence and increased prescribing of new therapies.

- **Segmentation and personalization:** Use data-driven insights to create patient personas based on age, disease state, lifestyle, and treatment history. Develop messaging that speaks to their specific needs and concerns. For example, for oncology patients, emphasize information on personalized cancer treatments; for chronic conditions, focus on long-term disease management and preventative care.
- **Omnichannel patient journey:** Utilize multiple touchpoints (traditional, digital, in-person, phone, text) to provide consistent and personalized engagement throughout the patient's journey. Deliver educational materials, reminders, and motivational content via channels the patient prefers, ensuring that support is continuous and responsive to their evolving needs.
- **Coaching and support systems:** Use mobile apps or patient portals to provide easy access to treatment information, real-time updates on medication adherence, and virtual coaching. These tools help patients stay engaged with their therapy, receive prompt support, and overcome any challenges they may encounter.



### Impact on TRx and NRx:

- **TRx:** Providing personalized engagement that aligns with each patient's needs will foster trust in the medication and its benefits, driving adherence and long-term treatment continuation, directly impacting TRx.
- **NRx:** Well-targeted education and support will enhance conversations, ensuring that new patients are appropriately prescribed the right therapy, boosting NRx.



03

**Drive unbranded education  
and awareness to support the  
patient journey**

## Drive unbranded education and awareness to support the patient journey



### Strategy

Unbranded education campaigns are crucial for raising awareness of disease states and the benefits of specific treatment pathways, without directly promoting a brand. These programs help support the **entire patient journey** from diagnosis to ongoing care. Unbranded efforts will engage patients and healthcare providers early on, positioning your brand as a trusted ally in the journey toward better health.

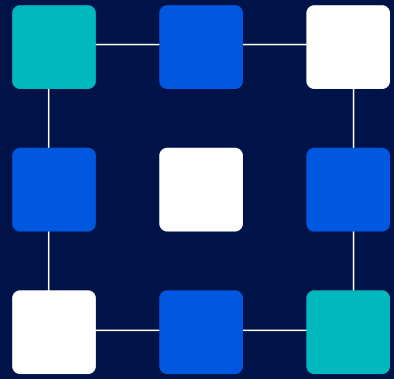
- **Disease awareness campaigns:** Launch unbranded educational campaigns to raise awareness about specific diseases (e.g., rare diseases, cancer, diabetes) and the importance of early diagnosis and treatment. These campaigns can include video content, and interactive tools that help patients recognize symptoms and seek timely medical advice.

- **Doctor and pharmacist engagement:** Provide unbranded educational materials to pharmacists to improve their understanding of disease mechanisms, treatment options, and guidelines. This can lead to more informed discussions and help guide patients toward the right treatment options.



### Impact on TRx and NRx:

- **TRx:** By increasing awareness and understanding of disease conditions and treatment options, patients are more likely to adhere to their prescribed medications, driving TRx.
- **NRx:** Early engagement through unbranded educational programs supports new patient initiation by building trust in the healthcare system, fostering patient-physician dialogue, and facilitating informed decision-making, ultimately increasing NRx.



## Conclusion:

# Integrating strategies for long-term success

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By focusing on **pharmacist engagement, patient-centered communication, and unbranded educational efforts**, pharmaceutical companies can effectively address the challenges in today's market. These strategies not only enhance TRx through sustained adherence and patient support but also boost NRx by fostering trust in new therapies and educating both patients and providers. In this complex, regulatory-heavy environment, a holistic approach that integrates large-scale marketing efforts with personalized, data-driven interventions will be key to ensuring long-term growth and patient satisfaction.

# Why MedAdvisor Solutions

## Access. Precision. Outcomes.

MedAdvisor Solutions helps pharmaceutical brands accelerate TRx and NRx through highly targeted, pharmacy-enabled patient engagement. With exclusive relationships across 9 of the top 10 U.S. pharmacy chains, we offer unmatched access to qualified, therapy-relevant patients—**reaching over two-thirds of the U.S. population.** We enable brands to connect with the right patients at scale, using data-driven insights to inform personalized messaging strategies that drive action.

## What Sets Us Apart:

- **Unmatched Reach & Relevance:** Our expansive pharmacy network ensures access to high-value patient populations across demographics, disease states.

- **Hyper-Personalized Engagement:** We use AI-powered patient scoring, condition-specific data, and psychographic insights to deliver messaging that resonates—and moves patients to act.
- **Proven Results:** MedAdvisor programs consistently deliver results, including 6%+ average adherence lift, 25%+ increases in vaccination uptake, and 11% lifts in awareness for branded and unbranded initiatives.
- **Test-and-Control Framework:** Our measurement approach empowers brand teams to assess the impact of engagement tactics across their marketing mix—enabling clear attribution, better optimization, and evidence-based decision-making.



## MedAdvisor Solutions®

At MedAdvisor, we help you engage the patients who matter most—with the intelligence, scale, and transparency needed to deliver real commercial impact.

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