



S I M P L I F Y I N G T H E M E D I C A T I O N M A N A G E M E N T J O U R N E Y

Case Study

Boosting Patient Adherence with
Omnichannel Engagement for GLP-1s

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Client:

Fortune 500
Life Sciences Manufacturer

Objective:

A major life sciences manufacturer wanted to reduce high void rates and non-adherence among new patients using a GLP-1 medication. The traditional single-channel approach proved ineffective, as it involved broad, untargeted messaging that often failed to convert patients into consistent users. The goal was to implement a more effective strategy that could better target potential adherents and eliminate messaging waste.

Solution:

The manufacturer implemented MedAdvisor Solutions' omnichannel engagement approach, powered by their AI-enabled THRiV™ platform, to enhance patient targeting through predictive analytics and precision segmentation. This approach integrated various communication tactics, including in-store interactions, SMS notifications and personalized direct mail. Leveraging THRiV's robust, predictive model, the manufacturer was able to filter out patients unlikely to adhere based on historical data. This focused effort allowed them to communicate directly with patients who had a history of using diabetic medications, thereby increasing the likelihood of adherence and minimizing off-label use.

Enhanced
patient
targeting-
qualified
audience

Implementation:

To transition from its single-channel strategy to the omnichannel engagement approach, the manufacturer partnered with MedAdvisor Solutions, who developed a customized brand strategy to address their specific needs and distributed across a suite of communication channels to reach patients. Implementation was seamless and allowed the manufacturer to quickly deploy the SMS messaging across their patient network.



Results:

The introduction of the MedAdvisor Solutions omnichannel strategy resulted in significant medication adherence improvements:

Reached **76,000** patients.

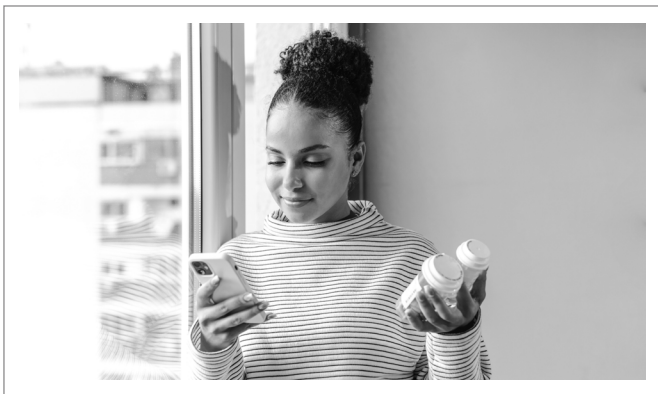
Achieved a **3.17%** relative incremental lift over a control group.

Recorded an ROI of **5.9:1**, demonstrating the effectiveness of targeted messaging.

Generated incremental prescriptions, leading to an additional **\$7.4 million** in revenue.

Drove a significant increase in brand revenue—from \$718K in FY2023 to \$4.4M in FY2024, **702%** year-over-year growth.

By implementing MedAdvisor Solutions omnichannel engagement solution, which leverages data-driven insights for precise patient targeting, the manufacturer significantly improved patient adherence for its GLP-1 medication. This strategic approach improved patient outcomes while boosting the manufacturer's bottom-line.



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