



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

Increasing Patient Awareness and Engagement
for Infectious Viral Disease Treatment

Case Study: Increasing Patient Awareness and Engagement for Infectious Viral Disease Treatment

Client:

Fortune 50
Life Sciences Manufacturer

Objective:

A leading life sciences manufacturer sought to educate high-risk adult patients on the availability of a medication designed to treat an infectious viral disease. Their goal was to encourage these patients to consult with their healthcare providers to determine whether the medication was appropriate for them, ensuring timely access to the medication for those at risk of serious disease outcomes.

Solution:

The manufacturer deployed MedAdvisor Solutions' SMS Awareness Program, utilizing a targeted messaging campaign to reach eligible patients. SMS campaigns provided timely information on the availability of the medication and encouraged patients to speak with their healthcare providers. The messages were designed to be straightforward and actionable, guiding patients to take the next steps in their treatment journey.

Timely
information
for
actionable
next steps

Implementation:

To execute the solution, the manufacturer partnered with MedAdvisor Solutions to design and execute the SMS campaign. The campaign was sequenced in two waves, with 30 days between messages – timing designed to optimize awareness and minimize opt-outs.

These messages were targeted to reach patients most at risk and were delivered in a way that was accessible and easy to act upon. The campaign ran over a set period, after which 60- and 110-day observation periods were used to measure the program's impact.



Results:

The program delivered significant improvements in patient engagement:

Reached **5.5 million** patients.

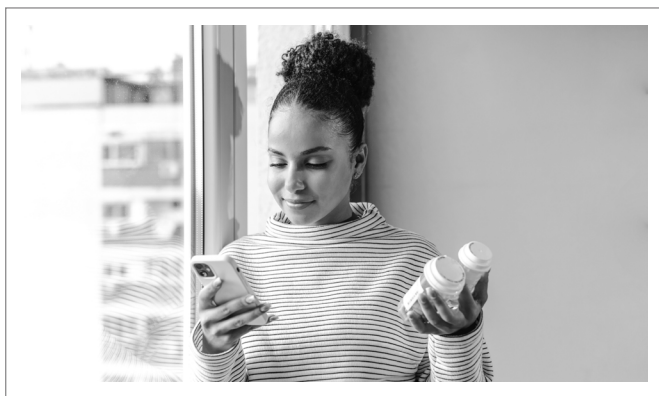
Delivered **10.8 million** SMS messages.

Achieved a **19.54%** relative incremental lift in prescriptions over the control group within 60 days, which increased to **34.2%** after 110 days.

Achieved an **11.7%** text message click-through rate.

Generated **20,800** incremental prescriptions.

The manufacturer significantly improved patient awareness and engagement for their treatment. This approach also drove meaningful increases in prescription rates, demonstrating the effectiveness of direct, data-driven patient outreach.



MedAdvisor
Solutions[™]

