

Optimize Your DTC Strategy With Pharmacy-Led Patient Engagement

Partnering with Pharma to Transform Patient Engagement

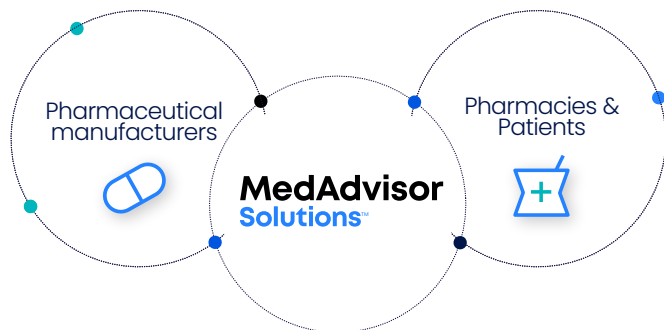
We've partnered with leading pharma manufacturers for over 30 years to deliver patient engagement solutions that help patients start and stay on medication therapy, through an expansive pharmacy network. In the last three years alone, we've helped our pharma customers drive nearly a billion additional prescriptions through, helping patients lead healthier lives.

220M Patients reaching two-thirds of U.S. patients

33,500 Pharmacies, including 9 of the top 10 U.S. chains

165M Patient engagement messages sent over the past five years

Pharmacy-Led Programs Extend Your Brand's Credibility



Our programs are pharmacy driven, because patients trust their local pharmacist. In fact, they visit their community pharmacist **12 times more frequently** than their primary care physicians. This trusted point-of-contact – **and association for your brand** – enables MedAdvisor to boost awareness, increase acquisition, and deliver pharmacist intervention programs that achieve lift and ROI above industry standards.

Patients trust their local pharmacists



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Patient-Centered Omnichannel Engagement

Our flexible, omnichannel approach targets qualified patient audiences with personalized messaging, delivered through the appropriate channel at key points across the medication journey.

This approach leverages in-pharmacy print, pharmacist intervention, digital and direct mail channels to drive meaningful engagement to power programs that support each stage of your brand's life cycle.

Awareness campaigns drive an average of **12.3%** lift in prescriptions

Adherence campaigns drive an average of **6%** lift in prescriptions

Data-Driven Insight and Predictive Modeling

At the foundation is THRiV™, a powerful platform leveraging five years of longitudinal patient, pharmacy and SDoH data to inform campaign execution.

Data algorithms assess patient attributes, comorbidities and medication history to ensure the right message reaches the right patient at the right time in the right way.

Our Covid Vaccine programs increased conversion rates by more than **40%**.
Across all vaccine programs, MedAdvisor programs produced a **24%** lift in conversions.

The right message reaches the right patient at the right time



Actionable Program Insights

Transparent, KPI-driven reporting delivers monthly insights into patient reach, engagement rates, touchpoints by channel and geographic distribution. These metrics empower clients to track and refine campaigns to optimize ROI.

MedAdvisor
Solutions™

