



**MedAdvisor
Solutions™**

THRiV™ Case Study: Omni-channel, intelligent patient management platform

The Problem

A Fortune 500 life sciences client was looking to support new-to-brand patients in the cholesterol category. The brand was experiencing the following pain points:

- High void rate – 18% of new patients did not pick up the first fill
- One-and-done patients – 23.4% of new patients dropped off after the first fill
- Average length of therapy for new patients was 60-70 days less than experienced patients

The Solution

We deployed our **THRiV™ intelligent patient management platform** which uses predictive modeling and machine learning to individualize patient engagement across synergistic channels to ensure communications are highly relevant, timely, and optimized.

The Results



40K

patients
reached

54K

incremental
injections
generated

15.5%

relative
incremental lift
over control

27K

incremental
prescriptions
generated

What we do

The Power of The Pharmacy

Healthcare is evolving to prioritize the increasing demand for personalized care. With this evolution, the pharmacy is becoming a destination for expanded patient services and an ideal channel to motivate, support and inform patients in their medication journey.

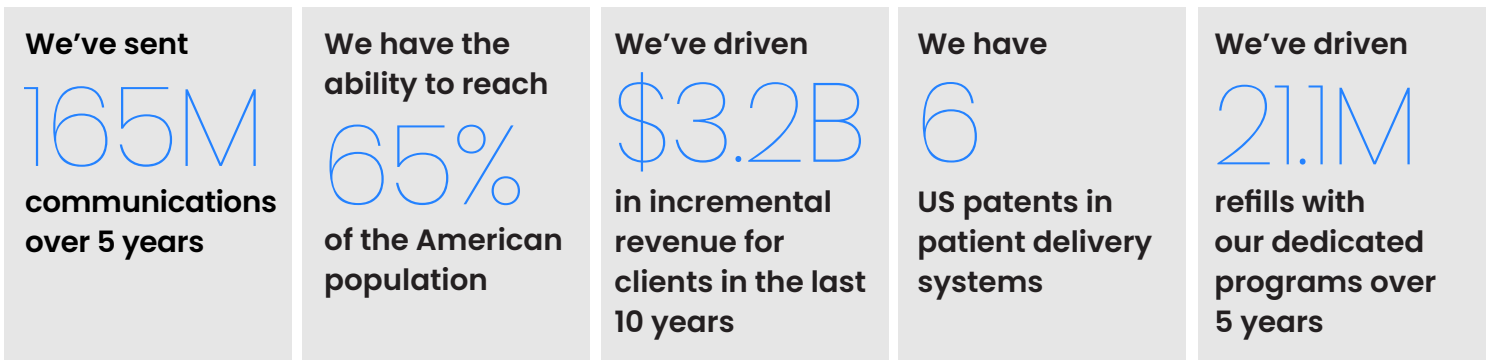
We combine our global network of pharmacy relationships with our data-driven, omni-channel and empathetic patient engagement solutions to inspire lasting behavior change and empower the pharmacy of the future which sets patients, bio-pharmaceutical brands and pharmacies up for success.

Individualized Patient Engagement

Personalized, patient engagement drives improved medication adherence. Unfortunately, barriers like affordability, access, health literacy, cultural differences, and limited pharmacy and care options still exist which requires a more unique approach.

We elevate patient engagement by providing individualized patient experiences that help to remove the barriers of care. We pair this individualized approach with our data insights and innovative, patient-centric digital offerings that simplify the patient medication journey to empower better health.

We stand out



For more information, scan the QR code or visit medadvisorsolutions.com.



MedAdvisor Solutions™