Addressing the Problem of Nonadherence

Capitol Hill Briefing
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Headquartered in Burlington, MA

Regional offices in Tampa FL, Parsippany NJ, Blue Bell PA

200 employees
Cost of Nonadherence

Profound consequences for the healthcare system

- $300B: Is wasted due to avoidable medication nonadherence
- 2/3: Of people are nonadherent
- 125K: Die each year due to poor medication adherence
- 15 – 30%: Of people don’t pick up their prescriptions

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The Problem

Uncoordinated, inefficient communications
The Solution

Personalized, coordinated, optimized patient management

- Call center 2-way communication
- At the physician’s office
- In the pharmacy
- Email/mobile communications
- At-home mail solution
- On-the-go interactive voice response system
- Pharmacist counseling

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The Patient Journey®
Evolving mindsets and emotions

Newly Diagnosed → Novice → Moderate Experienced → Mature Experienced

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Critical Moments of Influence
Communications where care happens

1. At the physician’s office
2. In the pharmacy
3. At home
4. Back at the pharmacy
5. Online & On the Go
Proven Results

Demonstrating Behavior Change

Physician Office Programs
• Increased first fills (NRxs)

Pharmacy Programs
• Increased adherence (RRxs)

At-home Programs
• Increased adherence (RRxs)
Thank You!