



A HUMAN-FIRST APPROACH TO SUPPORTING PATIENTS ONTO THERAPY



OUR APPROACH

Pleio provides a human-first connection to supporting patients as they onboard onto therapy. It all begins with a human hello within the first few days of filling a prescription to establish relevancy and build trust with patients especially when facing the overwhelming feelings that come along with a new therapy.

Pleio's GoodStart program personally connects a GoodStarter with patients, encouraging behavior that leads to better adherence and persistence.



OUR PROCESS

Pleio's proprietary platform leverages a personalized outreach model that matches patients with a GoodStarter from first fill through the onboarding process.

Working on behalf of the patient's trusted pharmacy, GoodStarters offer a sense of comfort and retains patients on their medication throughout therapy. They consistently achieve strong enrollment rates, high patient satisfaction, and sustained adherence.



OUR PEOPLE

We do extraordinary work every day to earn the privilege of your partnership. As a vetted vendor for global pharma brands, Pleio is known for its talented team of experts in areas including pharmacy, cognitive psychology, medicine, and technology. We have built a highly unique approach to providing a better patient experience for our partners.

ADHERENCE REALITY

- Approx. 50% of people do not take their prescriptions as prescribed in the first year.*
- 5 out of the top 8 reasons for non-adherence is emotional.**
- Only 23% of chronic disease patients are aware of patient support programs.***

 **GOODSTART®**
PATIENTS ARE HUMAN.

THE PLEIO ADVANTAGE

1 HUMAN-FIRST APPROACH TO ADHERENCE

We address the emotional barriers associated with adherence using a ‘human hello:’

Assesses patients’ needs to set them up with the available support programs - **50% opt in for additional brand resource.**

Over 150 GoodStarters highly-trained on empathy, HIPAA, privacy, and security.

The GoodStart Program **engages 50% of eligible patients**, connecting for an average of 8+ minutes of live phone conversation.

Pleio GoodStarters have engaged in **4M+ conversations with 1.5M+ patients.**

2 ENGAGE MORE PATIENTS ON THERAPY

We outreach to patients days after their first fill to build pharmacy loyalty and increase engagement:

Extensive pharmacy network experience to match patients with a GoodStarter at first fill.

GoodStart patients refill 3-10 days earlier and refill more — with **15-30% improvement** in refill persistence.

GoodStarters work in partnership with the pharmacy to engage patients in the first few days of therapy to improve pharmacy retention and loyalty - **average increase of 8% in pharmacy loyalty.**

Partner pharmacies see a **11% improvement in fill rate** for prescribed medications separate of those supported by GoodStart (Halo Effect).

3 EXPERTS IN PHARMACY ENGAGEMENT

Our team of experts can help advise, design, review, and build personalized outreach programs:

High-level experience in Medical/Legal/Regulatory (MLR) review.

Discipline to design programs that **connect brand goals with the patient emotional state.**

Small nimble team to support unique program needs, respond in real-time, and deliver results.

Chief Pharmacy Officer and **Chief Medical Officer** on staff to support legal reviews and program design.

Pleio has **strong client retention** (pharma and pharmacy) with consistently high customer satisfaction scores.

*Annals of Internal Medicine and Journal of Managed Care Pharmacy

** Emotion and Decision Making” by Jennifer S. Lerner, Ye Li, Piercarlo Valdesolo, and Karim S. Kassam, published in the Annual Review of Psychology in 201

***Patient and Support Services” ZS Industry Report, March 2023



“There is a reason why we have kept this program for as long as we have.

I think it’s the longest one we have in place.”

*Nicole Civello
Account Manager, Marketing
Pharma Customer*