



CASE STUDY

CARDIOLOGY



PATIENT ENGAGEMENT

INTRODUCTION

Medication non-adherence is a common problem among patients with heart disease, leading to poor health outcomes, hospitalizations, worsening symptoms, and even death.

Five of the top eight reasons for medication non-adherence can be overcome by addressing the emotional barriers that accompany the first 90 days of a new therapy or treatment.*

While there are hundreds of digital patient support programs that exist, reaching a patient at a critical moment with empathy requires a human connection.

CHALLENGE

A well-known heart medication wanted to support new-to-therapy patients they didn't currently have access to. They were also seeing a significant drop after the first fill.

The brand's goal was to engage more patients monthly in order to drive insights from the conversations and see an improvement in script persistence within the first 90 days.

SOLUTION:

The Brand connected with Pleio's extensive pharmacy network, they were able to engage over seventy-seven thousand additional patients through their GoodStart Program. The GoodStart Program is a human-first approach to patient outreach that matches a Pleio GoodStarter with a patient to support them through their health journey. GoodStarters are trusted peers in the community trained in empathy, HIPAA, privacy, and security and help address the emotional barriers associated with non-adherence that aren't addressed by digital-only solutions.



**GOODSTART
ENGAGED PATIENTS**
77,126



PATIENT ENGAGEMENT RATE
45.6%



AVERAGE TALK TIME
12 minutes



**OPT-IN FOR ADDITIONAL
DIGITAL COMMUNICATION
(GOODSTART MINUTES)**
48%

*<https://www.ama-assn.org/delivering-care/patient-support-advocacy/8-reasons-patients-dont-take-their-medications>

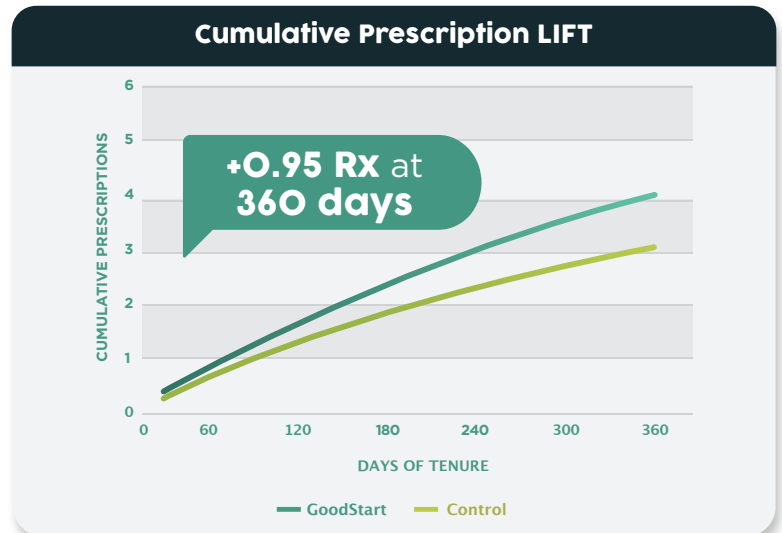
PATIENT IMPACT

Behavior Change between GoodStart Patients and Control Group

The GoodStart Program delivered significant and continued incremental prescription fills for the brand, with patients filling earlier and more often. GoodStart patients refill more and earlier: 8 days earlier and +0.95 Rx at 360 days (+1.37 Rx at 720 days).

BRAND RESULTS

- Leveraging Pleio's network of 12,000+ pharmacies, the Brand was able to engage **an additional 77,126 patients** with human-first support.
- GoodStart patients enrolled in the program **refilled their prescription 8 days earlier** and **saw a .95 lift** compared to those not enrolled.
- On average, GoodStarters talked to enrolled patients in **meaningful conversation for 12 minutes**, giving the brand crucial insights.



n-values for patients with 356 days of program tenure: GoodStart n=27,227. Control n=13,989. Patients are randomly assigned to a contemporaneous control group from the same stores at the same time as their GoodStart counterparts. Control patients received no program interventions.

“Pleio has established an organizational culture that centers around the concept of doing well by doing good.”

Dave Guiga

Head of US Biopharmaceuticals Commercial Innovation

PATIENT SENTIMENT



I think this is a great service. You found out I am taking [BRAND NAME], and then you call me and I know more now than I knew 20 min ago. This kind of follow up is really cool. I had no idea. **This is great.**

