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Adherence:
Leveraging Data to Enhance Your Brand's Ability to Reach Target Patients

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Abstract

The impact of nonadherence to medication is well-documented with the most commonly cited statistic from the New England Healthcare Institute estimating that the problem contributes as much as $290 billion in additional costs to the U.S. healthcare system each year. A large portion of the US population uses co-pay card programs each year and co-pay cards generate a vast amount of data, giving these programs a unique opportunity to not just reach patients, but also to understand their behavior. By utilizing this data to understand specific reasons for nonadherence and the ideal timing, content, and channel for intervention, manufacturers can create more successful patient engagement strategies that help influence a shift toward better compliance with therapy.

The Limitations of Traditional Approaches

The pharmaceutical industry has traditionally approached these programs across a spectrum of sophistication. Within the co-pay space, these programs at their most basic may involve a single message, through a single channel, at a specific time of the month. Generally at their best, these communications are timed with a patient's enrollment and fill cycle to give them maximum impact and relevance to the patient. There are two techniques that have not been used that represent a missed opportunity:

- **Medication adherence screening questions, asked at the onset of a patient's participation in a program, can help identify patients most at risk before they abandon their first fill and allow them to be segmented into risk profiles. This allows the patients most at risk to get the highest touch, and expensive, interventions while the lowest risk patients only get the level of engagement they need.**

- **These profiles can be refined through predictive modeling on an ongoing basis as additional data from patients' behavior within the co-pay program is collected.**

The above techniques allow the engagement with the patient to be customized in three key ways:

TIMING

MESSAGE CONTENT

DELIVERY CHANNEL

Further, traditional adherence messaging solutions only address some of the factors that lead to poor patient compliance. The lion's share of adherence messages address the cost barrier or serve as simple reminders, as forgetfulness and price are the most commonly stated reasons for patients not remaining on therapy. Factors such as concern over side effects, feelings of indifference, lack of a support system, and others go largely unaddressed by these methods.

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Benefits

By implementing a risk-modeling strategy that uses co-pay program data, manufacturers are able to:

- More effectively engage with patients

- Address factors impacting nonadherence beyond cost and forgetfulness

- Provide extra support to the patients that need it the most

- Improve brand adherence; a winning proposition for patients, providers, pharmacies, and pharma

- Demonstrate an incremental 3:1 ROI by targeting the most at risk patients with high touch interventions

Pharma's Opportunity to Make an Impact

Improving patient adherence is a winning proposition for all stakeholders in the healthcare system. Adherence programs achieve optimal impact when they don't stand alone but rather are integrated with a co-pay savings program. Because traditional approaches to adherence messaging often fail to engage and connect with patients in a personal fashion, they often fail to drive increased persistency. By adding the small, yet critical, element of patient-risk modeling and subsequently tailoring adherence message content to address various patient profiles, manufacturers can greatly maximize the impact of their programs and deliver a higher level of value in the pursuit of positive health outcomes.

How to Maximize Your Adherence Solution

Manufacturers seeking to increase the effectiveness of their adherence solution, or develop one if they currently do not have one in place, should take the following steps to maximize the benefit derived from it:

- Ensure your program enrollment process includes adherence-risk screening questions

- Segment patients by risk profile and refine segments through predictive modeling

- Customize content, timing, and channels to meet the needs of the individual patient

- Increase accuracy and efficacy over time by dynamically adjusting approach based on incoming program data

About TrialCard Incorporated

TrialCard Incorporated provides a comprehensive portfolio of Marketing for Patient Access, Prescription Abandonment, HUB/Reimbursement, Analytics, and Customer Experience Management.

Since opening its doors in 2001, TrialCard has been awarded nine patents related to the processing and marketing of patient access programs. TrialCard is the largest provider of patient access programs in the industry, processing **over $1 billion in patient benefits** per year to help brand manufacturers achieve their goals with prescribers, patients, and pharmacists.

For more information on TrialCard, please visit www.trialcard.com.

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