



Improving patient engagement through a trusted point-of-care: the local pharmacy

As pharmacies have evolved to provide expanded patient services, their role in communities is more vital than ever to the healthcare industry. Patients increasingly look to their local pharmacy for chronic disease management, vaccinations, and testing and treatment of common illnesses like flu and COVID-19. Yet even as patient trust in pharmacies has grown, pharmaceutical companies still struggle to effectively connect with those patients, and patients still struggle to start and maintain their medication journeys.

Patients visit pharmacists up to

12x

more than prescribers

Pharmacies have become patients

#1

vaccination destination

80%

of patients see pharmacists as an integral part of their care team

61%

of Americans think pharmacies will provide most primary care in 5 years

\$500

billion of avoidable healthcare costs driven by medication nonadherence

MedAdvisor Solutions delivers industry-leading innovation and proven results

Partnering with pharmaceutical companies and nearly **34,000 national pharmacies**, MedAdvisor Solutions powers omnichannel targeted patient engagement programs reaching two-thirds of the US population.

With our pharmacy-driven solutions, we combine insights on patients' current prescription usage, health conditions and socioeconomic information with artificial intelligence (AI) and machine learning (ML) to provide hyperpersonalized

communication based on hundreds of data points from millions of patients. Reaching patients across multiple channels drives measurable increases in patient awareness and engagement, which helps to:

- Boost medication adherence
- Increase vaccination rates
- Drive Rx lift and higher new prescription volumes
- Improve patient outcomes

Impactful patient engagement, powered by THRIv™

THRIv is our intelligent omnichannel platform powering all of our solutions. It transforms the traditional one-size-fits-all patient adherence and acquisition programs into a highly individualized patient engagement experience.

Through predictive modeling and AI/ML, THRIv predicts future patient behavior based on hundreds of patient data points, thereby enabling us to individualize patient engagement.




The result

- Up to 7x more lift in patient engagement

Smarter omnichannel engagement solutions

Leveraging rich data insights and a variety of channels, our solutions use the optimal medium to reach the right patient with the right message at the right time.

Pharmacy Print Provide important medication information directly at the pharmacy counter	SMS/MMS Text Send mobile messages as an extension of the pharmacy	Direct Mail Deliver letters to patients' homes between pharmacy visits
 COMING SOON		
AI-Enabled Medication Advisor Enable real-time conversational interactions with patients via a digital avatar that answers gated, medication-based questions	Two-way Chat Enable patients to ask questions, get general support, and book appointments at any time	Push Notification Send messages directly to patients' mobile devices

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



MedAdvisor Solutions™