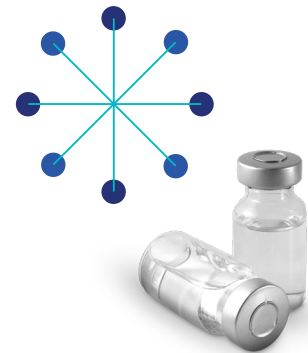


Case Study: SMS Text An Awareness Success Story

The Problem

A Fortune Top 50 life sciences manufacturer of an infectious disease vaccination, aimed to educate patients on the availability of a new booster dose to be administered following initial vaccination series completion.



The Solution

We deployed our pharmacy-driven SMS text digital patient engagement solution to message eligible patients on the availability of the booster dose, with a link to their trusted pharmacy's vaccination scheduler to make an appointment.

The Results

Our digital patient engagement solution solved the problem that our client was facing and increased patient awareness with the following outcomes.



8.1M

patients
reached

10.8%

text message
click-through
rate

81%

relative
incremental lift
over control

421K

incremental
vaccinations
generated¹

1. Includes estimated vaccinations from patients who received a message and were vaccinated outside of our network: Please note: Program did not utilize a predictive model as goal was to reach all available patients

What we do

The Power of The Pharmacy

Healthcare is evolving to prioritize the increasing demand for personalized care. With this evolution, the pharmacy is becoming a destination for expanded patient services and an ideal channel to motivate, support and inform patients in their medication journey.

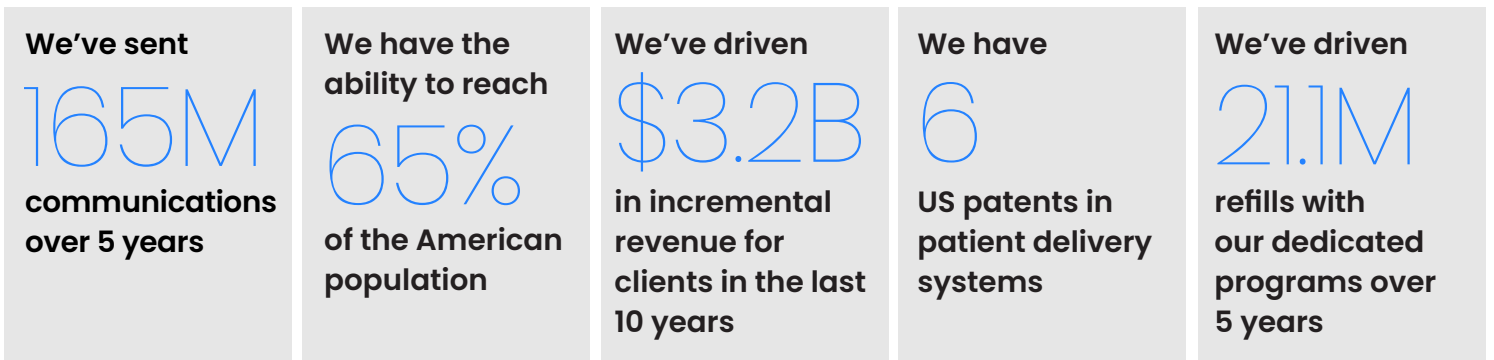
We combine our global network of pharmacy relationships with our data-driven, omni-channel and empathetic patient engagement solutions to inspire lasting behavior change and empower the pharmacy of the future which sets patients, bio-pharmaceutical brands and pharmacies up for success.

Individualized Patient Engagement

Personalized, patient engagement drives improved medication adherence. Unfortunately, barriers like affordability, access, health literacy, cultural differences, and limited pharmacy and care options still exist which requires a more unique approach.

We elevate patient engagement by providing individualized patient experiences that help to remove the barriers of care. We pair this individualized approach with our data insights and innovative, patient-centric digital offerings that simplify the patient medication journey to empower better health.

We stand out



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



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