



CASE STUDY

Global Pharmaceutical Boosts Treatment Adherence

CUSTOMER PROFILE

Global pharmaceutical firm

Develop medications for serious illnesses such as heart disease, cancer, respiratory disease and neurological disorders

Executive Summary

Certain chronic health conditions are treatable—yet up to 60% of patients do not adhere to regimens prescribed by their physicians. Some don't understand the importance. Others have concerns about side effects. Many simply forget.

By engaging these patients, pharmaceutical manufacturers can improve both long-term health and bottom-line profits. So when one global pharmaceutical wanted to transform their costly, one-size-fits-all patient communications into a targeted, ROI-positive adherence program, they contacted Pitney Bowes. Pitney Bowes designed and executed patient experiences based on winning strategies, data-driven insights, compelling communications and a clear understanding of the profit dynamics of treatment adherence.

Through these customized engagements, the company realized an 8% reduction in prescription drop-off rates for their leading drug—while cutting per-patient communication spend by more than half.

The Challenge: changing behaviors

When it comes to medications, different patients will respond to different messages. Some are concerned about side effects, many have difficulty changing habits and routines, and others simply lack visible symptoms. Targeting individuals who are likely to respond is the first step.

What you communicate is also critical. Increasing adherence is not about selling drugs, it's about changing behaviors. One must motivate patients to take a more active role in healthy living, including diet, exercise and medication. Crafting compelling messages—and delivering them in cost-efficient ways—is a core capability of the Pitney Bowes marketing services team.

57% of Americans admit that they forget to take their medications. Among those using five or more medications, 63% say they forget doses.

Kelton Research

The Solution: patient lifestyle experiences

Our client understood they needed to motivate patients and make it easier for them to take a more active role in their day-to-day health care; but they lacked the insight and expertise to bring this program to life effectively.

Pitney Bowes developed a strategic plan built around patient value, identified factors that drove adherence and designed a segmented approach to customer communications where experiences could be tailored based on true potential. Seasoned marketing analysts devised a way to match patient records with prescription data, providing the metrics needed to identify segments and track program results.

The team transformed the prior print-and-mail program into a more interactive, multichannel effort incorporating Web, email and direct mail. This new experience made it easy for each patient to develop their own personal lifestyle objectives, track progress against goals and benefit from motivational content that addressed their individual needs.

In the end, the Pitney Bowes creative team developed an effective online relationship marketing program for both new and existing patients that was more scalable, effective and cost-efficient.

CASE STUDY

VALUE-ADDED SERVICE

Value-driven business case

Customer segmentation

Digital experience design and management

Creative services

Direct response marketing

Sophisticated performance measurements

About 133 million Americans—nearly one in two adults—live with at least one chronic illness.

Centers for Disease Control and Prevention

Results and Benefits

- Achieved an 8% reduction in prescription drop-off rates as more patients opted to refill prescriptions and adhere to their treatments.
- Created segment-based communication plans and experiences based on patient value—reducing per-patient spend by 60%.
- Engaged patients with relevant, targeted messages, exceeded targeted goals in terms of registered opt-ins, open rates and click-throughs.

As many as 60% of patients do not adhere to their long-term treatment regimen, leading to an estimated \$100 billion each year in excess hospitalizations.

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