

National Rollout of Digital Support Amplifies Impact



Case Study

When faced with challenges assisting patients with access to support programs, a global pharma leader turned to Medisafe for a digital solution. This pharma leader required flexible technology that would elevate their existing program and reimagine the standard, telephonic approach.

Partnering with Medisafe to combine Hub, human, and digital approaches for patient support, the pharma leader designed a customized experience for specific treatment needs – all within the Medisafe engagement platform. It enabled in-house care teams and Hub nurses to invite patients to a digital experience through an existing workflow, enabling easy onboarding, continuous monitoring of treatment activity, and direct patient connection through a branded digital companion.

DRIVING ENROLLMENT

Within a year of expanding the program nationally, **enrollment exceeded 15,000 patients**, successfully bridging patients to nurses via Medisafe's digital platform. Care teams now track patient milestones, such as first take logged in the digital companion, capturing essential engagement patterns and insights. The enhanced connectivity improved care coordination, adherence, persistence, and the overall patient experience.



43% enrollment rate



55% of all patients captured their first take in the app



350 avg. nurses nationally

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OPTIMIZING CARE TEAM SUPPORT

Medisafe's digital platform improves efficiencies and reduces complexities of medication access and coordination for the pharma leader and Hub. This increases team productivity by digitizing the existing patient support program and fast-tracking laborious administrative tasks, such as prior authorizations and patient eligibility.

21,762 hours were re-allocated toward proactive support for at-risk patients, over 8 months

DIGITAL DOCUMENT EXCHANGE

A key component of the program is Medisafe's Digital Document Exchange. This feature enables patients to securely upload and submit documentation directly from the Digital Drug Companion – and for Hub nurses to easily maintain, route, and request documentation.



43% of documents returned in less than 10 minutes



67% of requested documents received

CONTINUOUS CONNECTIVITY

Medisafe's advanced platform directly connects care teams and patients with enhanced, bi-directional communication through in-app messaging, email, and text. The pharma leader has gained transparency into the patient journey, delivering needed guidance in real-time for patients when and where they need it.

Incorporating patient engagement technology allowed for more timely and personalized intervention, retaining at-risk patients and increasing their confidence. Through Medisafe, the pharma leader and Hub provide more meaningful support through their existing program – and at a scale that supports even more of their patients.

73% Increase in Patient Connectivity (post-Medisafe rollout)

93% Retention at 60 days, for patients with first take on the app

71 NPS Score (60 days)