

Improving Patient Adherence

Patient Reminder Program for a
European affiliate



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Top 10 Global Pharma Company

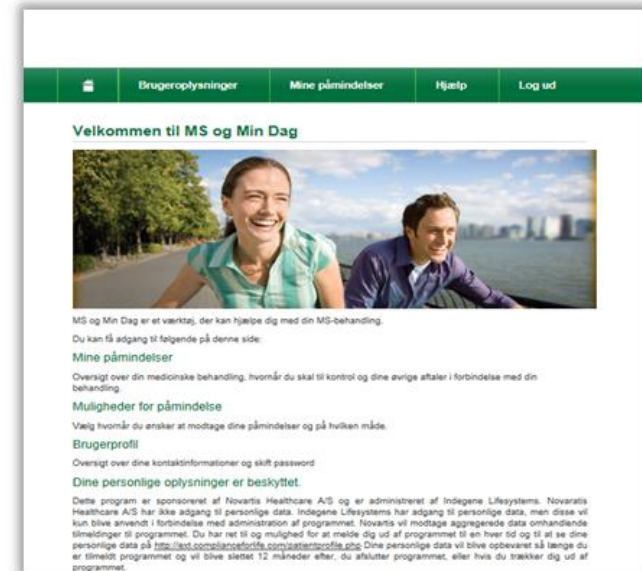
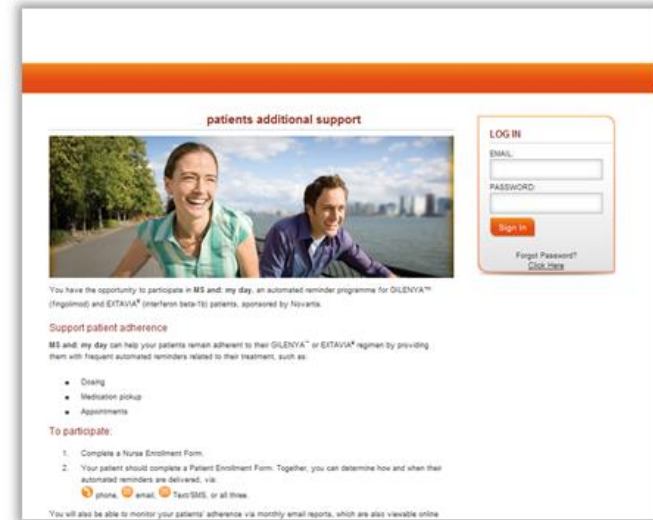
Business Situation

Drive Patient adherence through an innovative patient reminder service to monitor adherence to therapy regimen for a patented molecule for the treatment of Multi Sclerosis. Geographies covered were Ireland, Italy, and Denmark.

Business Challenge

Need for a comprehensive and integrated Patient Support Program to achieve:

- Adherence through an innovative multi-channel patient reminder service
- Improved health outcomes for patients



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Indegene Solution

- A pilot was designed for an automatic reminder portal for patients and nurses using Optimax™
- Deployed intervention channels – text SMS, iVRS messages, e-mail
- Deployed Optimax™ to anchor and facilitate these role-based activities
- Patients were given a choice of channels and reminder frequency
- Patient responses were used to see conformity to therapy regimen
- Alerts were triggered for patients and treating nurses, in case of non-adherence



Indegene Impact

- Patient adherence reports sent to patients and physicians on a monthly basis
- De-identified statistics were shared with the client on a monthly basis



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