



Improving Patient Health Outcomes

Hypertension Patient Reminder
Program for a multinational pharma
company



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Top 10 Global Pharma Company

Business Challenge

Need for a comprehensive and integrated Patient Support Program with the following objectives:

- Drive adherence through innovative multi-channel patient reminder service
- Improve health outcomes for patients

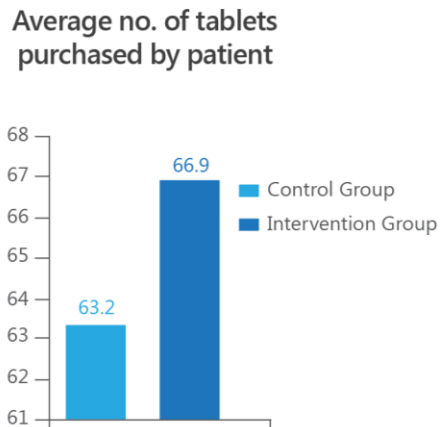
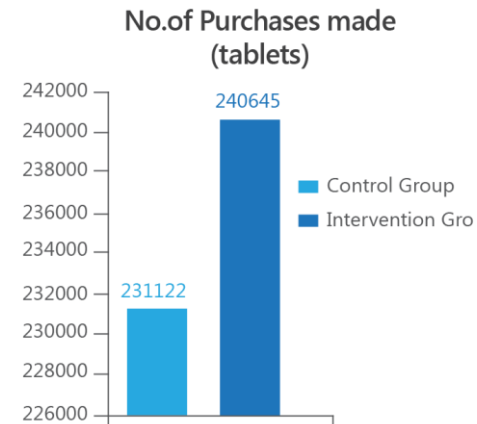
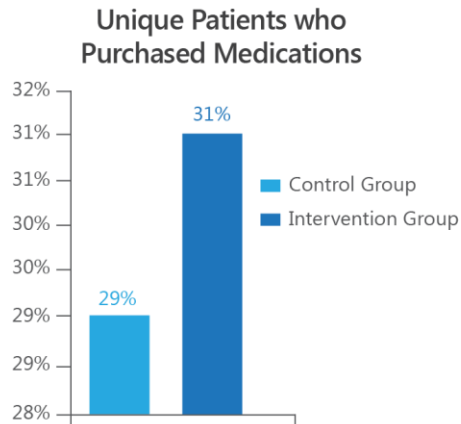
Indegene Solution

Indegene's proprietary platform, Optimax™ was leveraged to send out alerts to patients and track outcomes on sales

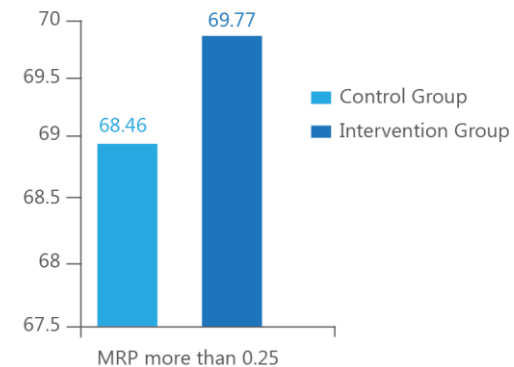
- Patients were issued loyalty cards on purchase of medication. They earned loyalty points each time they made a purchase at the pharmacy chains. These points could be redeemed as discounts on future purchases
- Patients who were issued loyalty cards in the past were asked if they wanted to opt-in for a reminder program. Patients who opted in for a reminder program were the intervention group (11750), where as others were part of the control group (12749)
- Mobile alerts were set for refill reminders and motivational/educational text messages. Impact of messages was correlated back to sales by tracking the loyalty card number

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Indegene Impact



Label can be added for the graph





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Marketing.global@indegene.com



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