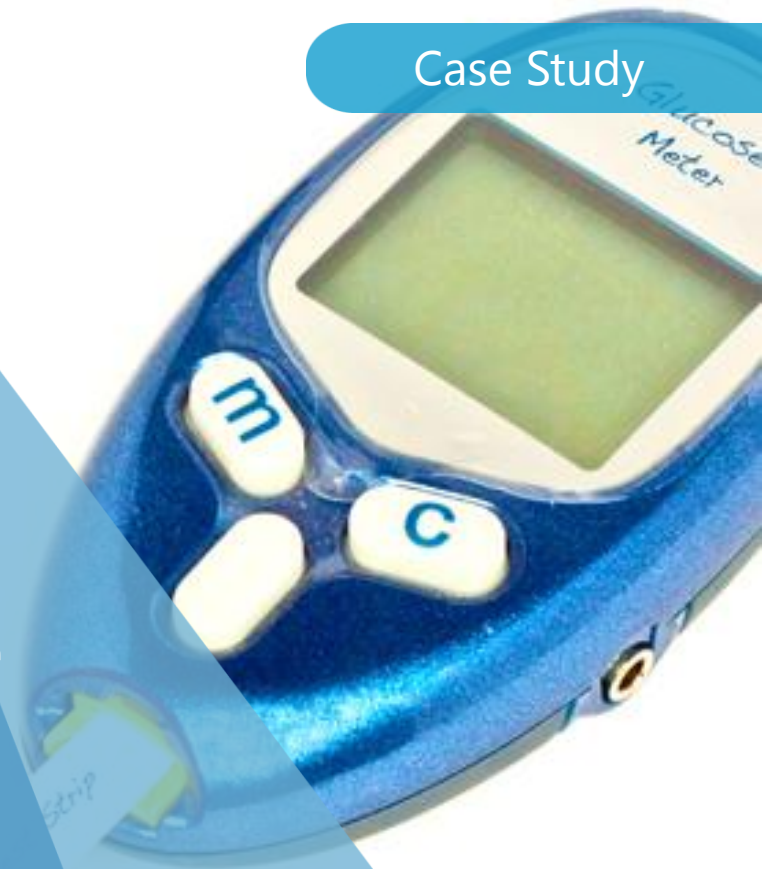




Case Study

Improving Adherence for Diabetic Patients

Diabetes Adherence Program for India
business of a global biopharma
company



Diabetes Adherence Program for India business of a global biopharma company

Top 10 Global Pharma Company

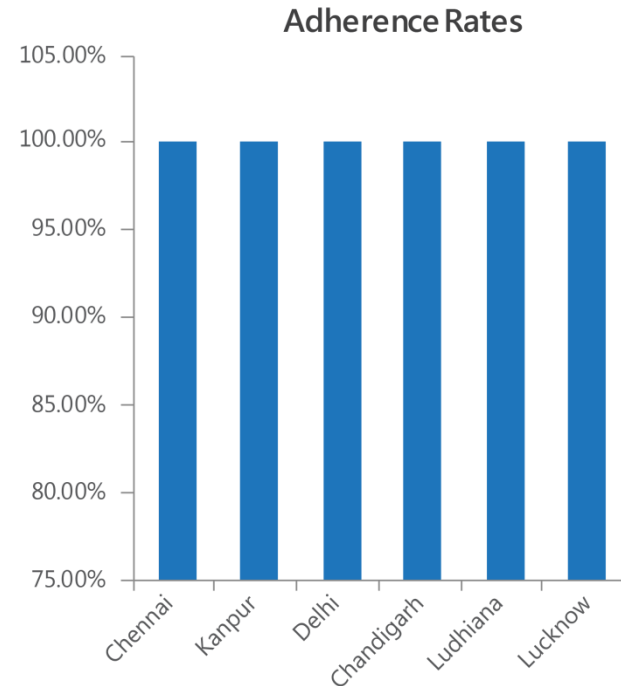
Business Situation

To increase adherence and retain existing patients. To measure the impact of adherence on patient outcomes

Business Challenge

Need to design 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



Diabetes Adherence Program for India business of a global biopharma company

Indegene Solution

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

- Diabetes educator (DE) visited enrolled patients personally to educate them about diabetes, diet, and lifestyle. The DE also handed over coupons for FPG
- Tele counselor followed up with patients to ensure repurchase
- The DE visited patients thrice with incentives during the entire programme and FPG was recorded
- Glucometers were given to the patients at the end of 6 months and FPG levels were compared

Indegene Impact

- Conversion rate of more than 80%
- Repurchase rate of >90% on an average amongst older patients who were consulted
- Bottom-lined dropouts due to unaffordability/ adverse events to an average of only 8%



To learn more about how we can help your organization, please contact:



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