



Digital Health, Human Connection



**Pharma**  
Specific Program

# 50k people with cardiovascular disease improved

their medication adherence  
and enhanced their overall  
health



# Partnership Background

In 2019, a large, leading pharmaceutical manufacturer approached Cecelia Health as it looked to enhance its existing 12-month digital patient adherence and lifestyle support program for patients prescribed their cardiovascular drug. At the time, their cardiovascular brand was utilizing a traditional call center model staffed by call center agents. However, this approach was not delivering the results they had hoped for. The brand was frustrated that quality and subsequent outcomes of the program were lacking for an older patient population experiencing multiple comorbidities. They looked to take an innovative approach to solve this issue by building a program that would:

1

Drive Patient  
Enrollment & Sustain  
Engagement

2

Deliver  
Patient  
Satisfaction

3

Personalize  
the Program  
Experience

4

Automate  
Program  
Operations

5

Improve Data  
Collection, Reporting,  
and Analytic





# Partner Criteria

The brand understood how crucial it was to partner with an innovative, digital health partner that had a proven track record in pharma and the clinical depth to deliver quality remote support at scale to improve adherence outcomes for a patient population with limited health literacy that was often facing a challenging transition of care after an acute event. They were determined to find a partner solution that fit the following criteria:

- ✓ **Easy to implement from the very beginning to support a seamless transition from their existing external call center partner**
- ✓ **Proactive and responsive to ongoing needs to engage an older population (significant Medicare) in coaching and care**
- ✓ **Utilized experienced, disease state specific clinicians capable of responding to individual preferences, unique barriers, and diverse cultures**
- ✓ **Incorporated a data driven segmentation model to provide an adaptive program experience based on individual participant needs**
- ✓ **Optimized the program to promote strong engagement and clinical outcomes inclusive of a strong lift in medication adherence**



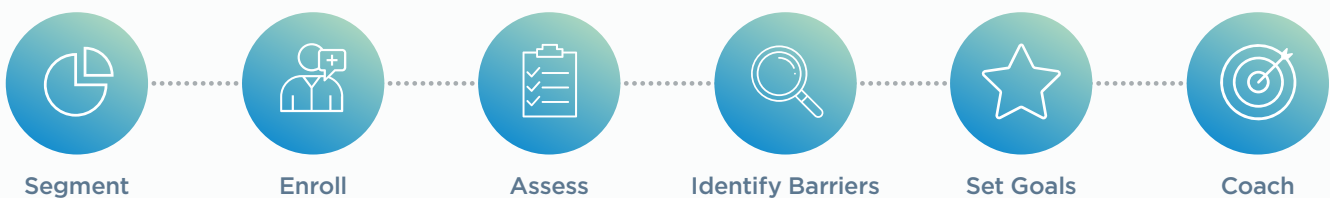
a meaningful  
**15%**  
point increase in the  
audio engagement rate

# Strategic Vision

## Clinical

Cecelia Health provided a deep bench of Registered Nurses (RN) with an average of over 10 years of cardiovascular nursing experience to elevate the conversation between coaches and patients. The level of interactions went from basic reminders to take one's medication to rich, personalized conversations focused on uncovering motivations and barriers to disease management and remaining adherent. Given we know that one-on-one relationships are more effective at building trusts and motivating, we established that all participants would receive a dedicated clinician for the length of the program. After program launch, our coaches would work with assigned participants to build trust and set SMART goals related to medication adherence, healthy lifestyle, physical activity, and other relevant topics. And, just three months after the application of one-on-one coaching to the program, the brand realized a meaningful 15 percentage point increase in the audio engagement rate of the program between participants and Cecelia Health expert clinicians.

### Coaching Process:



## Segmentation

After evaluating the existing program segmentation approach, Cecelia Health's team immediately uncovered an opportunity for improvement given that the existing segmentation model relied on basic patient in-take surveys to segment patients into 6 high and low risk segments that would inform the patient journey throughout the 12 month program. Cecelia Health devised a strategy for a data science driven model that could deliver a dynamic patient segmentation to provide participants with the right touch at the right time to improve outcomes and program satisfaction.

## Content

The Cecelia Health team worked closely with the brand's marketing team and agencies to develop a comprehensive curriculum for 12 month program grounded in robust insights specific to the patient population utilizing the cardiovascular medication. Drawing on our best practices, we knew that the program should valuable digital and physical resources to meet the preferences of diverse segments and that coaches could reinforce in their coaching calls with participants. After mapping out a patient journey, we developed a library of resources that would support patients in overcoming specific obstacles to adherence and disease management that included: welcome kits, recipes, medication organizers, and doctor discussion guides.



patient population  
has grown by over

**275%**

from **18,000** to **50,000**  
participants

# The Program

In partnership with Cecelia Health, the brand was able to implement an adaptive 12-month patient support program grounded in research for the patients prescribed their cardiovascular drug. With Cecelia Health expert clinicians at the center, participants are able to better understand the value of their medication and remain adherent over the long run. **Since the inception of the partnership, the program patient population has successfully grown by 275% from 18,000 to 50,000 as a result of improved value and an enhanced marketing funnel.**

Patients can enroll in the long-term support program when opting in for co-pay assistance or directly at the doctors office at the point of prescription. Moreover, patient satisfaction with the value of the program has been enhanced significantly leading to reduced drop off and improved adherence.

**Cecelia Health can do the same to transform your brand's support strategy will delivering you meaningful return on investment!**



My coaching has allowed me to develop a better understanding of what I really need to do to be healthy. It's been a great thing and my cardiac function has improved since I started the medication

**Cardiovascular Program  
Participant**



# The Results

## Adherence

81%

Adherence 1-year post engagement with Cecelia Health<sup>1</sup>

## ROI

5.1x

Incremental Revenue Driven by Improved Initiation & Adherence

## Enrollments

100%

Increase in enrollment volume

42%

of eligible enrollees reached by Cecelia Health

60%

of patients reached were enrolled by Cecelia Health

## Patient Satisfaction

98%

confidence that the program was valuable while on the drug

98%

confidence that Cecelia Health coach was knowledgeable about the program and disease state

87%

confidence that understanding of the diagnosis and drug was improved as a result of the program

<sup>1</sup> Results measured and verified by independent third party Crossix



Digital Health, Human Connection



Let the experts of  
Cecelia Health help.  
Contact us today  
for more information.

**[www.ceceliahealth.com](http://www.ceceliahealth.com)**  
**[info@ceceliahealth.com](mailto:info@ceceliahealth.com)**

[ceceliahealth.com](http://ceceliahealth.com)