



## Case Study



# Boehringer Ingelheim Gets Inspiring Adherence Lift Using HealthPrize

## Objective

Poor adherence to treatment plans is common among people with serious respiratory conditions, resulting in increased rates of symptoms and hospitalizations.<sup>1</sup> Boehringer Ingelheim wanted to test the effect of a digital adherence, engagement, and educational platform on patients currently using their product for a respiratory condition.

## Approach

Boehringer Ingelheim launched a 9-month, branded pilot program in June 2016 using the HealthPrize platform. The program provided customized education to help patients manage their respiratory condition, encouraged healthy habits and tracked medication adherence.

Participants earned points by engaging in healthy behaviors, including self-reporting daily adherence and verifying monthly prescription refills. They also earned points when they engaged in activities, such as reading educational information and taking quizzes about their condition and how to manage it. These points were redeemable for e-gift cards to select retailers.

## Results

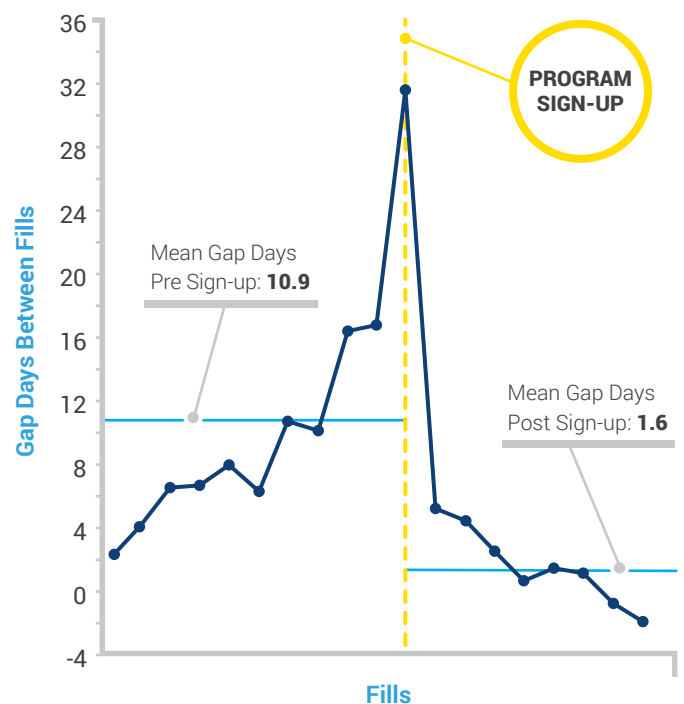
The 9-month program led to an increase of 2.8 incremental fills for all participants with a verified prescription of the product, representing an adherence lift of 3.7 additional refills over a 12-month period. Outcomes for the program included: an 85% reduction in gap days between prescription refills; the reacquisition of patients who had voluntarily discontinued therapy prior to the launch of the program; and measurably high levels of patient engagement and improved health literacy.

The program resulted in an increase of 2.8 incremental fills, representing an adherence lift of 3.7 additional refills over a 12-month period.

## Reduced Gap Days

When patients do not refill their prescriptions on time, they end up with “gap days” between refills, without any medication on hand. Prior to signing up with the HealthPrize program, the mean gap days for these patients were 10.9, based on co-pay card data. After joining the program, mean gap days were reduced to 1.6. This represented an 85% reduction in gap days between fills for the entire period of the pilot program. For patients who had more than 10 refills during the year prior to program participation, the reduction in gap days was 62%, representing a significant change in refill behavior for some of the brand’s better patients in terms of pre-program adherence.

### Gap Days for Verified Users Decreased 85% Over the 9-Month Program\*



\*For inclusion in the gap analysis, users must have at least two verified fills following sign up.

## Patient Reacquisition

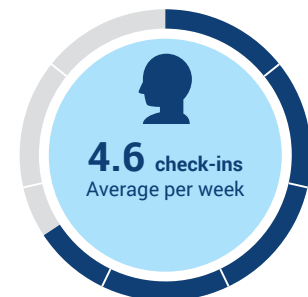
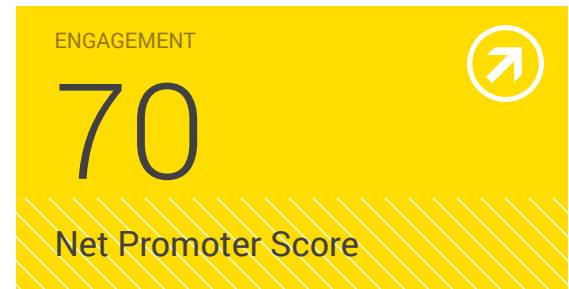
Another benefit of marketing this engagement program to Boehringer Ingelheim's existing CRM database came in the form of patient reacquisition. **A total of 16.2 percent of patients had not filled their prescription for 60 or more days before signing up for the program.** A gap of more than 60 days is generally considered a discontinuation of therapy. For this cohort, the average time between the patient's last refill and their participation in this program was 161 days. The program motivated these patients to reinitiate therapy and maintain program engagement.

## Outstanding Patient Engagement and Program Satisfaction

Over the course of the 39-week pilot program, patients spent an average of 50 minutes per month interacting with the platform. Patients checked in to the platform for an average of 4.6 times per week and for an average of 2:35 minutes for each visit.

**This high level of engagement resulted in increased fills, fewer gap days and therapy reinitiation.** It also delivered valuable patient insights to the brand through the program's built-in feedback mechanisms. Weekly interactions included queries on topics such as user experience with the inhaler, awareness and knowledge of the disease state, assessment of the program, and general lifestyle patterns.

Insights from these patient surveys found that 71% of participants said they would be "very likely" to recommend the platform to a friend or family member on the same medication. In fact, the program's Net Promoter Score (NPS) was 70, the same or higher NPS as Apple, Amazon and Southwest Airlines.



### Reference

1. van Boven JFM, Chavannes NH, van der Molen T, Rutten-van Mölken PMH, Postma MJ, Vegter S. Clinical and economic impact of non-adherence in COPD: a systematic review. *Respir Med.* 2014;108(1):103-113.

## Conclusion

HealthPrize delivered a fully branded, digital patient engagement program for Boehringer Ingelheim that reduced prescription gap days, reacquired patients whose prescriptions had lapsed, and generated high levels of engagement among users. Adherence rates among all patients, including those who had previously been classified as adherent, improved substantially following enrollment in the program. In addition to driving more prescription refills, the program encouraged the development of intrinsic motivation to stay healthy among patients by substantially improving health literacy.



## Takeaways

- HealthPrize's adherence program led to an increase of 2.8 incremental prescription fills for all verified users over 9 months, representing an adherence lift of 3.7 additional refills over a 12-month period.
- Gap days between refills decreased by 85% over the 9-month period.
- Users spent an average of 50 minutes per month on the platform.
- 71% of program users said they would be "very likely" to recommend the platform to a friend or family member on the same medication. The program's Net Promoter Score (NPS) was 70, the same or higher NPS as Apple, Amazon and Southwest Airlines.
- 84% of program users agreed that they had "put to use any exercise, nutrition or other health tips" that they learned through this program.

## ABOUT HEALTHPRIZE

Life science companies worldwide use HealthPrize's technology to develop digital patient experiences that improve adherence, increase health literacy and provide brand differentiation. The company's gamification- and behavioral economics-based platform powers and advances patient engagement for branded and generic medications across all therapeutic areas, demographics and drug-delivery methods.