



PATIENT ENGAGEMENT

MULTI-CHANNEL TACTICS FOR OPTIMIZATION

Pharmacy led sponsored opportunities to drive revenue.

Connect to patients with a personalized approach:

Inbound IVR

Fax

Outbound IVR

Email or Mail

Text

Branded mobile app

Mobile app

Branded website



Low-touch communication when possible



High-touch human interaction when needed

Multi-channel patient engagement tactics improve patient experience



2.9% more adherent than patients who do not opt-in to branding pharmacy reminders from Outcomes



50% response rate within 2 hours due to two way communication and targeted messages lead to quick responses



40% click through rate on education content and financial support and sponsored adherence programs



1% opt-out rate keeps patients in the loop about their prescriptions without phone calls or store visits

