



# Fully Integrated CareMetx Program **Improves Initiation** and Days on Therapy for Self-Injectable Neurology/Immunology Biologic

## Overview

For patients afflicted with chronic diseases, self-injectable medications are more convenient because they reduce visits to a doctor's office or clinic. But the complexity of administration, along with other barriers associated with chronic disease, can lead to lower therapy initiation rates and shorter time on therapy, jeopardizing health outcomes.

This leading pharmaceutical manufacturer partnered with CareMetx to improve initiation rates and time on therapy for a self-injected neurology/immunology biologic. As skilled patient journey architects, we leveraged our CareMetx patient experience framework to determine the most impactful processes and technologies to ease the burden on patients. This began with a detailed review of expected patient and provider experiences, followed by careful iteration meant to drive a more cohesive technology-driven strategy.

Ultimately, we developed a fully integrated patient support and communications program, using a mix of phone, text, email, and mail. Communications were personalized for each patient's individual experience and specific barriers. In this program, CareMetx RNs called enrolled patients to assess and address each patient's potential treatment barriers upfront. In these calls, RNs worked with starter kits, website content, and other manufacturer-approved materials. Opt-in text messages to patients provided injection reminders and coaching support, while content delivered by email or mail educated patients about subjects like self-management, treatment goals, and disease information. CareMetx continues to employ multiple measures to improve program enrollment- warm referrals automatically delivered by the hub, and outreach by CareMetx nurses for 30 days, or until the patient enrolls.

## The Challenge

Remove initiation barriers and increase time on therapy for a self-injectable neurology/immunology biologic.

## The CareMetx Approach

Develop an integrated support and communications program that customizes interactions at key intervals, based on each patient's unique barriers.

## The Results

25%

12 months after the manufacturer launched the CareMetx support program for this self-injectable therapy, initiation rates rose by 25% for enrolled patients.<sup>5</sup>

11%

Therapy persistence improved for patients enrolled in the support program. An additional 11% of patients remained on therapy after 30 days vs patients not enrolled in the program.<sup>6</sup>

2.3

Patients enrolled in the CareMetx support program used an additional 2.3 vials of the self-injectable therapeutic on average.<sup>7</sup>

41

Over a 12-month period, patients enrolled in the CareMetx support program for this biologic spent 41 more days on therapy.<sup>8</sup>

Adherence rates for most medications for chronic conditions usually fall in the **50% to 60% range**.<sup>1</sup>

Among patients who delayed filling the Rx for more than a week for one self-injectable drug, **42% reported injection concerns**.<sup>2</sup>

Across 16 randomized control trials, text messaging was found to **double the odds of adherence** to therapy.<sup>3</sup>

## About This Client:



Leading pharmaceutical manufacturer



Provides self-injectable neurology/immunology biologic

## About CareMetx:



A leading technology-enabled hub services platform



Focused on facilitating patient access to specialty medications

**80+** Serves 80+ brands<sup>4</sup>

CareMetx handles **over 2,673,300** patient transactions a year.<sup>4</sup>

Help patients initiate and stay on your therapy longer, with personalized support throughout their care journey.

**Contact a CareMetx representative for more information.**

## **Citations:**

1. The Unmet Challenge of Medication Nonadherence. Retrieved October 10, 2022 from: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6045499/>
2. Self-reported barriers to adherence and persistence to treatment with injectable medications for type 2 diabetes. Retrieved August 18, 2022 from: <https://www.sciencedirect.com/science/article/pii/S0149291816303757>
3. Medication adherence: The elephant in the room. Retrieved August 28, 2022 from: <https://www.uspharmacist.com/article/medication-adherence-the-elephant-in-the-room>
- 4.-9. Tableau reporting, provided upon request