

# CareMetx Boosts Adherence and Persistence for Oral Oncology Therapy by Addressing Patient Journey Barriers

## Overview

Oral oncology therapeutics are on the rise for both solid and hematological tumors, yet their efficacy depends on patients adhering to the drug treatment plan. Many barriers can impact a patient's adherence to oral oncology therapies and their willingness to persist on therapy for the prescribed time, including:

- Financial challenges
- Psychological factors
- Emotional issues
- Side effects concerns
- Provider-related problems
- Lack of social support
- Low health literacy

This leading pharmaceutical manufacturer contracted with CareMetx for an integrated patient support program to boost adherence and persistence for an oral oncology medication. CareMetx mapped the patient journey specific to this indication, then developed personalized touchpoints along the way, guided by a barrier assessment that identified the obstacles most likely to impact a given patient. Each patient's experience is now guided by a fully automated support program that includes outbound phone calls, emails, text messages, direct mail, and home care, all targeting specific adherence or persistence barriers. CareMetx continually optimizes the program using patient behavior data that guides the next interaction, message, or channel used, along with predictive analytics that identify local or regional factors which could impede adherence or discourage persistence. For example, if data demonstrates a given patient is not responding to text messages but does answer phone calls, CareMetx can adjust our outreach to ensure this patient is called rather than texted.

## The Challenge

Reduce the most significant barriers to adherence and persistence for an oral oncology therapeutic.

## The CareMetx Approach

Map the patient journey for this oral oncology drug, assess each patient's unique barriers, and develop personalized touchpoints that remove obstacles to adherence and persistence.

## The Results

**70%** Seven out of 10 of the pharmaceutical manufacturer's patients who were prescribed this oral oncology drug opted into the CareMetx patient support program.<sup>7</sup>

**85.8%** After nine months in the CareMetx patient support program, 85.8% of patients were adhering to the therapy regimen for this oral oncology drug, up significantly from only 66.2% adherence prior to the program's inception.<sup>5</sup>

**59%** Adherence to this therapy was measurably lower for patients who chose not to opt-in to the CareMetx program (59%) vs those who took advantage of the program's personalized support (91.7%).<sup>8</sup>

Oral chemotherapy **adherence rates can be as low as 16%**, compared to higher rates for infusion treatment by a clinician.<sup>3</sup>

**25% of oncology therapies** in the pipeline are planned as oral formulations.<sup>1</sup>

In one study, patients with 90% or higher adherence to an oral therapy for chronic myeloid leukemia had a **95.5% major molecular response**.<sup>2</sup>

## About This Client:



Leading pharmaceutical manufacturer



Provides oral oncology therapeutic

## 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>

## **Citations:**

- 1.-3. Challenges to oral chemotherapy adherence. Retrieved from <https://www.uspharmacist.com/article/challenges-to-oral-chemotherapy-adherence>
- 4.-9. Internal Tableau reporting, provided upon request