

Making Technology Human:

Transforming Global Multi-Channel Patient Engagement



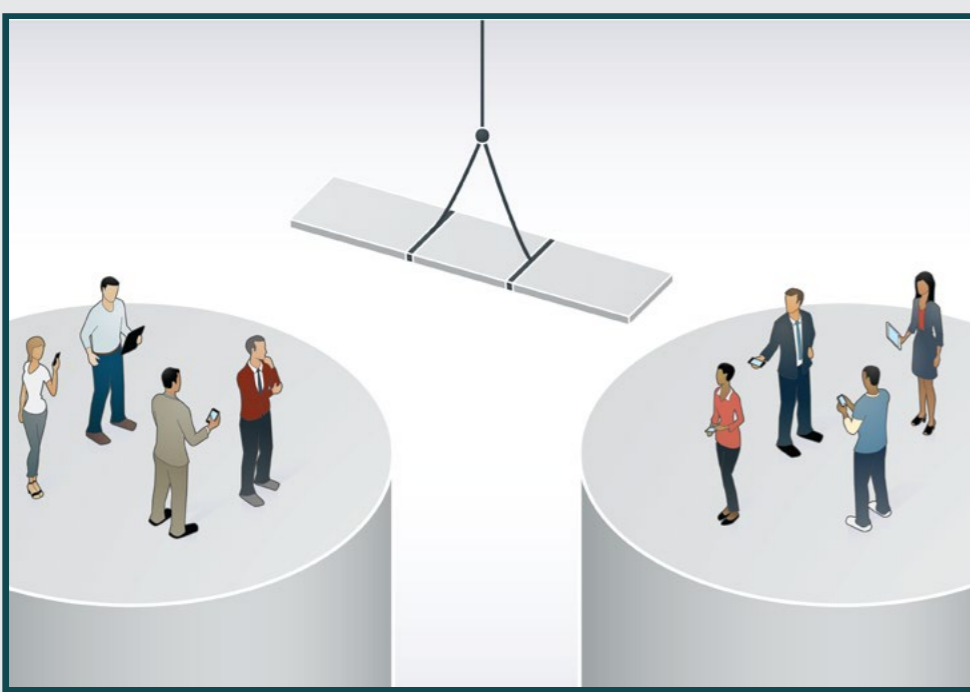
On average adherence levels drop over the course of the patient journey from **69%** of patients filling their first prescription to **43%** continuing their treatment as prescribed after **6 months**.



Annual cost of nonadherence to the global healthcare system

- 49%** admitted to have forgotten a prescribed medicine
- 31%** had not filled a prescription they had been given
- 29%** had stopped taking a medicine before the supply ran out
- 24%** had taken less than the recommended dose

Challenges to Patient Engagement



Silos exist within bio pharma, interrupting a holistic patient experience, resulting in:

- Inability to track the patient's complete journey
- Inability to orchestrate and take action
- Incomplete data and analytics
- Inability to scale across brands or regions

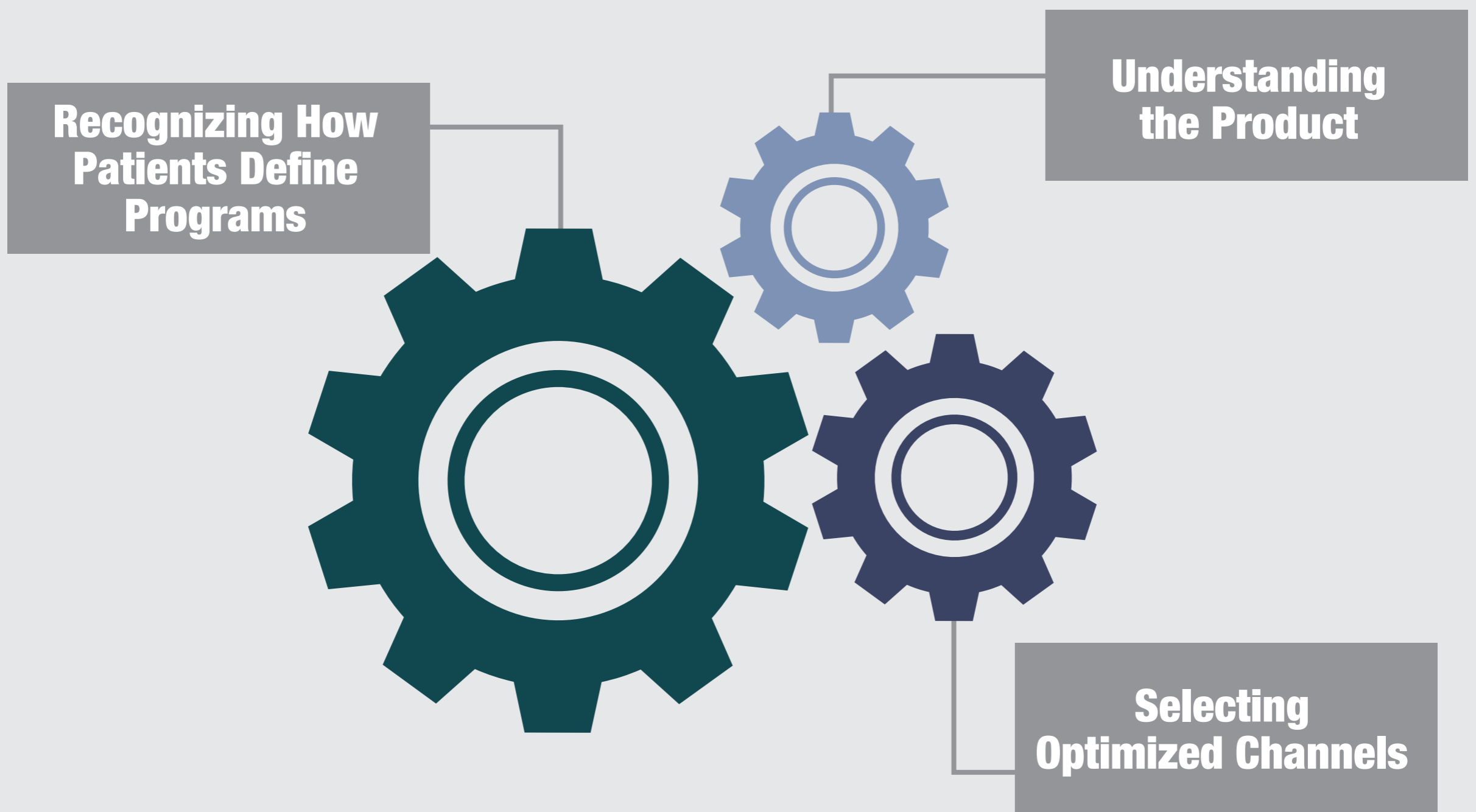
We believe that patient engagement is the next frontier in healthcare innovation.



Best Practice Approach to Drive Engagement

- Blend of digital and human engagement
- Enhancing patient journeys
- Fostering empowerment, adherence and education
- Digital-Enabled Coaching and Counseling
- Disease Management and Prevention

Effective Patient Engagement Program



Engage The Right Way

- ~~✗ Aging technology~~
- ~~✗ Inability to see all interactions historically while interacting with patients~~
- ~~✗ Difficult to update platform~~
- ~~✗ Inability to converse with patient~~
- ~~✗ No case perspective~~

- ✓ 360° View of Patient Across All Activities & Systems
- ✓ Guides Agents Seamlessly in Every Interaction
- ✓ Patient / Regulatory Intelligence
- ✓ Ability to Orchestrate and Follow a Patient Journey

To learn more about Improving Design and Delivery of Omnichannel Patient Adherence, watch our Webinar at <https://www.c3isolutions.com/resources/webinars/patient-adherence/>

*source: CapGemini - Patient Adherence: The Next Frontier in Patient Care: (<https://goo.gl/kGq1bz>)