

ADDRESSING UNIQUE DRIVERS OF NON-ADHERENCE TO INCREASE PATIENT ENGAGEMENT

ROSETTA | HEALTHCARE
MARKETING STRATEGY & INSIGHTS



TO TURN THE TIDE OF NON-ADHERENCE, BRANDS STILL STRUGGLE TO CONNECT THE “WHY” OF NON-ADHERENCE TO THE MEASURABLE REALITY.

Here are the primary drivers for understanding non-adherence and building tailored interactions that are based on patient behaviors.

3 CRITICAL DRIVERS OF ADHERENCE THAT EVERY MARKETER SHOULD BE THINKING ABOUT:

- 01. Adherence is critical from day 1 of a brand's life, not a post-launch after thought.**
Historically, many brands come to view adherence as a critical concern only after a brand has launched and is rapidly approaching mature status. This is too late in the game. The marketing organizations who are having the most success in this area see adherence as a key pillar to a successful launch and are developing marketing plans (and deploying budgets) before a product is even launched.
- 02. Patients are unique.** Adherence interventions are not one-size fits all and should be customized and targeted to address patients' distinct drivers of non-adherence. For many years, adherence was just a tactic...I will provide reminders or a pill box, this will help patients overcome their issues with adherence. This approach consistently failed to show results. Research (by Rosetta and others) has clearly shown that patients are unique in their reasons for NOT adhering and each novel tactic for adherence will likely show improvement for only a unique subset of patients. The challenge is to then personalize these interventions WITHOUT exploding complexity and cost. (And that is easier

than you think!). Successful brands are using thoughtful and pragmatic solutions in delivering a critical level of personalization without breaking the bank.

- 03. If you can't measure it, it didn't happen.** By its very nature, adherence is a problem that must be measured to be understood, and adherence solutions are no different. The core of any adherence solution must be measurement strategy because if you aren't measuring the adherence improvement, it isn't happening.

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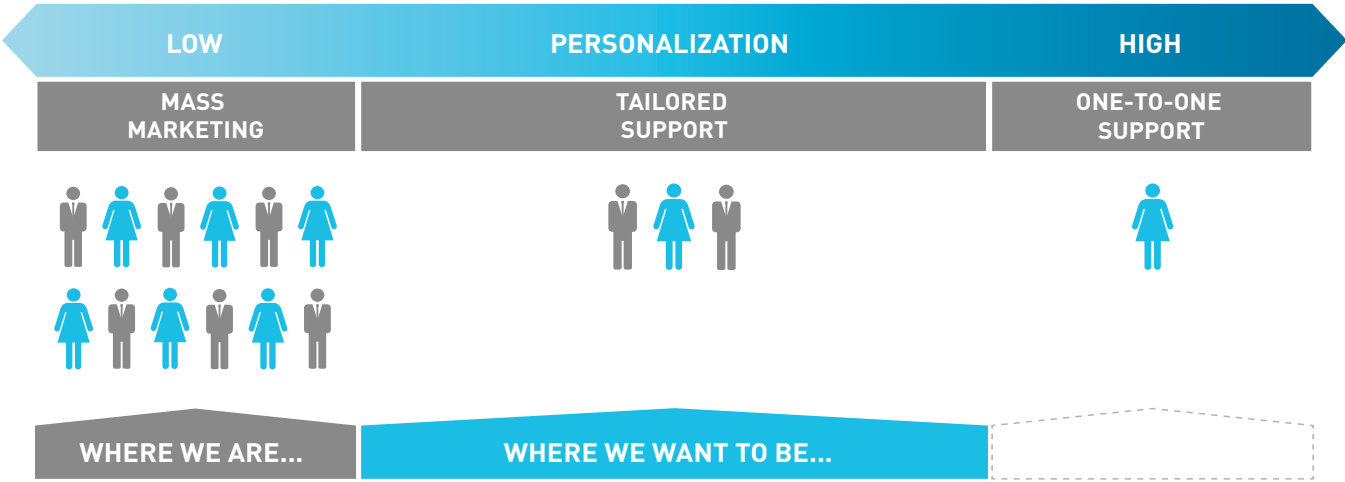


FIGURE 1: Improved adherence through tailored integrated programs.

ROSETTA ADDRESSES EACH CRITICAL SUCCESS FACTOR TO OVERCOME BARRIERS IN ADHERENCE THROUGH THE LENS OF OUR PERSONALIZED LIFECYCLE MANAGEMENT SOLUTION. OUR SOLUTION OFFERS A SIMPLIFIED AND SYSTEMATIC APPROACH:

01. **Identify.** Uncover deep patient insights regarding the specific drivers of non-adherence for each patient at each moment along the treatment journey.
02. **Engage.** Develop interventional programs and tactics to address those key drivers at the moments that matter the most.
03. **Activate.** Smartly leverage technology to deliver those personalized interventions in a dynamic, systematic (and cost effective) manner.
04. **Enable.** Measure the program relentlessly and refine as needed.

Rosetta has done Adherence Research Across:

- Six Therapeutic Areas
- Five Countries
- 9,000+ Patients

Delivering what matters in the right way, at the right time has a profound impact on a patient's health and a brand's success.

Rosetta works with our clients to develop an actionable, evidence-based Patient Adherence Personality® Segmentation structure that uncovers the distinct patient treatment personalities for your specific disease areas and their key drivers/barriers to adherence. For example, by linking patient insights to 3 years of Rx fill data; we proved that attitudes truly drive measurable differences in adherence behavior, enabling us to develop patient interventions that are tailored to a patient's specific needs and attitudes—allowing physicians, brands or payers to personalize patient engagement in a simple, systematic way to overcome specific barriers to adherence.

LEARN MORE

Connecting to what matters:
rosetta.com/healthcare

IDENTIFY > ENGAGE > ACTIVATE + ENABLE

FIGURE 2: The Rosetta Personalized Lifecycle Management solution.