

Client:	Large Pharmaceutical Company
Therapeutic Area:	Cardiology - Dyslipidemia
Brand:	Oral Medication
Product Life Cycle:	2 Years Post FDA Approval
Primary Objectives:	<ul style="list-style-type: none">• Improve adherence by providing patients with important educational information about dyslipidemia and their medication• Differentiate brand in market by offering support for physicians in their efforts to educate their patients about dyslipidemia• Accelerate growth of brand through support of patient refills and delivery of positive product messages to prescribing physicians
InfoMedics' Solution:	InfoMedics proposed the implementation of a Program designed to support physicians in their efforts to educate patients about dyslipidemia and the importance of control. Physicians identified appropriate patients and provided them with program materials and instructions on how to enroll voluntarily in the program. Participants completed surveys and received tailored education related to their condition and treatment.
Program Description:	<ul style="list-style-type: none">• ~ 10,000 physicians and 6,800 patients participated in the program• Patients received educational information about cholesterol management, lifestyle behaviors, and medications during survey completion• Surveys completed via telephone using Interactive Voice Response (IVR) technology at 1 and 2 months following treatment initiation• Treating physicians received reports summarizing the responses of all the participating patients from their practice
Client Value:	Through this Program, the client was able to assist patients by providing personalized education and support and physicians by providing feedback reports on their patients' progress and understanding. The success of this program prompted the client to implement a second InfoMedics program for the brand.
Program Metrics:	IMS Health conducted independent analyses to compare the adherence rates of patients participating in the program vs. those not participating. <ul style="list-style-type: none">• Program generated \$5.5M additional sales – in just the first six months – by raising the profile in the MD's office – including improvements in adherence of between 17% - 26%.• Physicians with participating patients wrote 17% more new prescriptions than non-participating providers• Overall, physicians who participated in the program wrote 11% more new prescriptions than physicians not participating in the Program