

<b>Client:</b>	Mid-Size Pharmaceutical Company
<b>Therapeutic Area:</b>	Cardiology - Cholesterol
<b>Brand:</b>	Oral Medication
<b>Product Life Cycle:</b>	2-3 Years Post-Launch
<b>Primary Objectives:</b>	<ul style="list-style-type: none"><li>• Educate patients regarding the temporary side effect associated with the medication to reduce patient non-compliance with the treatment</li><li>• Educate patients about the importance of cholesterol management and medication compliance for overall health, in particular cardiovascular health</li></ul>
<b>InfoMedics' Solution:</b>	InfoMedics proposed the implementation of a Treatment Educator Program to educate patients about the medication and the importance of treatment compliance in successfully improving cholesterol levels. Program allowed patients to receive important educational information about the potential side effects and the importance of compliance. This information was provided prior to the patient filling the first prescription and was supplemented with additional patient educational mailings. After their initial use of the medication, patient participants subsequently answered questions to assess their understanding of the information and their self-reported compliance and persistence with treatment. Prescribing specialist and primary care physicians received summary reports describing their patients' responses.
<b>Program Description:</b>	<ul style="list-style-type: none"><li>• Nearly 9,000 physicians participated and had at least one of their patients enroll</li><li>• More than 35,000 patients enrolled in the program</li><li>• Patients received several mailings with program reminders and educational information about cholesterol and compliance with treatment</li><li>• Surveys completed via telephone using Interactive Voice Response (IVR) technology or via the Internet</li><li>• Treating physicians received reports summarizing the responses of all the participating patients from their practice</li></ul>
<b>Client Value:</b>	Through this Treatment Educator Program, the client was able to educate thousands of patients about cholesterol management and the importance of continuing medication. A second, equally successful program was implemented a year later.
<b>Program Metrics:</b>	<ul style="list-style-type: none"><li>• More than 90% of patients felt program was very helpful for them in managing the medication side effect</li><li>• More than 95% of patients reported the program successfully conveyed information about how the medication works to improve cholesterol levels</li><li>• Nearly all participants reported that the program would be helpful for others</li></ul>