

Health Journey & Micro-Engagements™ - Pharma Manufacturer

Patient Acquisition*

- Patient recruiting for clinical trials
- Clinical trial pre-screen appointment setting
- Clinical trial invitation to participate
- Patient recruiting for Rx clinical support programs with Rx medications
- Information on Rx cost savings opportunities and programs

New Patient Onboarding

- Clinical trial welcome messaging with education, other logistics details
- Clinical trial appointment setting / rescheduling
- New Rx patient welcome with Rx education and information on clinical and other support resources
- Rx patient introduction to clinical advocacy contact / team

Ongoing Patient Support

- Surveying/reporting on adverse events, side effects, issues, overall health status*
- Educational information, links, videos for ongoing medication adherence support
- Support for refills
- Re-engagement when patient stops interacting

