



Pharma Edition

Achieving Pharma Marketing Success Through Patient Relationship Management



The pharmaceutical industry is at a major crossroads. On one hand, the need for effective medications and vaccines is as important as ever for both a rapidly aging population and the emergence of new global health threats. This has led to increased profits as the pharmaceutical market was estimated to be around \$1.6 trillion in 2023, an increase of more than \$100 billion from the year before.¹ On the other hand, recent crises ranging from vaccines becoming politicized in the wake of COVID-19 to opioid lawsuits have dampened consumer trust, with just 54% of Americans saying they trust pharmaceutical brands according to the 2023 Edelman Trust Barometer.² When trust is dwindling, but profits are rising, it's a perfect storm of skepticism as to whether the industry has patients' best interests at heart.

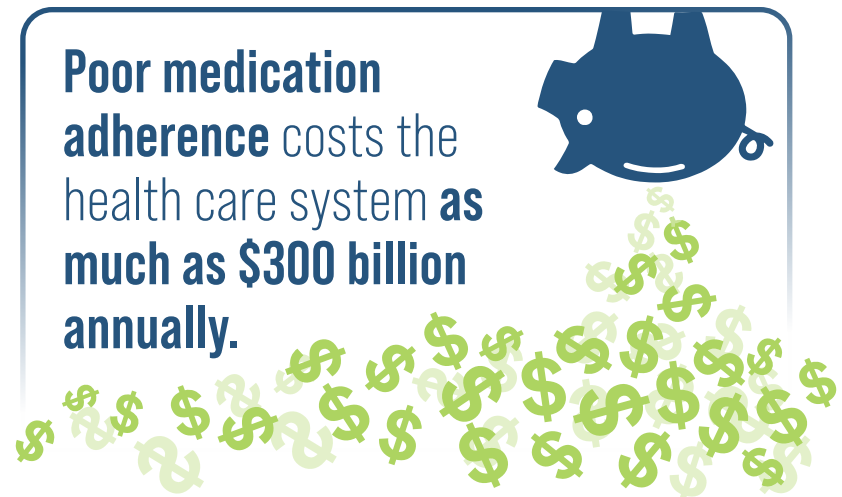
But this lack of trust puts more on the line than just a pharma brand's profits. Public health is at risk if this distrust leads to medication nonadherence or lower vaccine adoption rates, making this trend increasingly alarming. Marketing leaders at pharma brands know that overcoming the trust obstacle is the number one priority, but changing tactics in the face of rising profits is a difficult selling point for business leaders.



So as a CMO or Brand Marketing Director, what are you to do? This eBook will look at the current challenges facing the pharma industry and how pharmaceutical marketers can implement a new strategy to rebuild trust with patients while ensuring business success.

Pharma Challenges: Adherence and Appointments

Even before the pandemic, the healthcare industry had an adherence problem. According to the American Heart Association, poor medication adherence costs the health care system as much as \$300 billion annually in additional medical appointments, emergency department visits, and hospitalizations.³



Patients often cite forgetfulness, treatment anxiety, or lack of motivation due to a perceived lack of efficacy as the reason for poor adherence. Layer on top of this the COVID-19 pandemic, where not only was getting a medical appointment incredibly difficult, but public opinion on vaccines and medications swayed with every press conference, media interview, or Facebook post. The result was plummeting adherence rates, even for the most common treatments. One study showed a decrease from 84.6% in 2019 to 73.6% in 2020 for inflammatory bowel disease infusions – a treatment that had nothing to do with COVID. A similar study showed 30% of patients suspending or decreasing their medication dosage with 25% of subjects reporting a fear of infection.⁴

At a time when pharma should have been celebrated for its quick response, the politically charged nature of the pandemic led to further distrust in the healthcare industry. And the results are measurable:



Estimates show that medication nonadherence accounts for up to 50% of treatment failures, about 125,000 deaths, and up to a quarter of hospitalizations each year in the United States alone.⁵



Going as far back as 2003, the World Health Organization stated that adherence to chronic medications was only about 50%.⁶



Primary care visits fell more than six percent between 2021 and 2022.⁷



The vaccination exemption rate increased to three percent for kindergarteners during the 2022-2023 school year, the highest exemption rate ever reported in the United States according to the CDC.⁸



In 2022-2023, flu vaccination rates among children (six percent) and pregnant people (15 percent) dropped as compared to the last flu season before the pandemic.⁹

These statistics are just a few of many that show just how much wellness visits, vaccine uptake, adherence, and preventative care have declined significantly in recent years. Fewer visits with physicians equate to less opportunities to discuss medication and vaccine needs, resulting in less prescriptions being written and filled.

The physicians want the patients to come back, but at the same time, 84% of nurses and 62% of physicians¹¹ report feeling burnt out in numbers that are steadily increasing post-COVID. And lower-wage staff who would typically do patient outreach are expected to see a 3.2 million worker shortage in the next five years.¹² There is simply not enough staff and not enough visits for brands to get their messages to the patients who need to hear them most.

In response, pharmaceutical companies have increased their marketing spend, with reports as high as 1.1 billion dollars in pharma industry advertising in the month of January 2023 alone.¹³ With 75 percent of those dollars going to television ads, pharma brands are casting a wide, untargeted net, hoping that their message reaches some of their desired audience.¹⁴

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Patient Relationship Management: A More Targeted Approach

Instead of spending on an advertising campaign to see what sticks, the key to recovery for pharma marketers is to get the right message to the right person at the right time in the way they wish to receive it. That is the core of patient relationship management (PRM), which puts the patient at the center of their healthcare journey. PRM emphasizes building and maintaining long-term, meaningful relationships with patients through continuous, data-driven interactions.

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For an industry that is looking to rebuild trust with its customers, pharma marketers have an excellent opportunity to tap into these relationships that TeleVox builds between patients and providers. Even as trust in just about everything else has declined post-COVID, a whopping 93% of consumers say they have a great deal or a fair amount of trust in their own doctor to make the right recommendations on health issues.¹⁵ It's time for pharma and physicians to come together to rebuild patient's trust, and TeleVox is there to coordinate those relationships.

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TeleVox has been a leader in the PRM industry for more than 30 years, with a strong record of fostering better interactions between patients and their physicians. With more than 7,000 customers and 1.5 billion digital patient communications managed annually, TeleVox has helped revolutionize how patients interact with their healthcare providers.

TeleVox Pharma Edition: How Does It Work

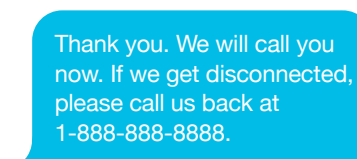
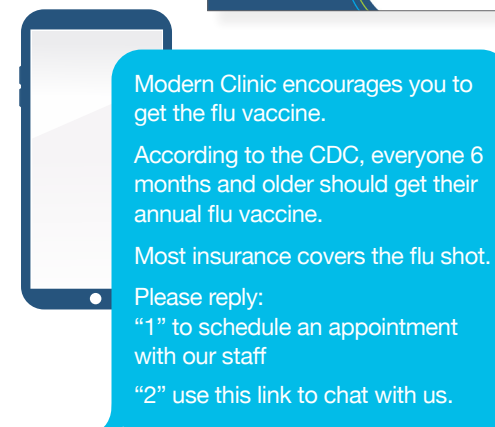
First and foremost, reaching patients in their preferred channel is paramount in today's digital society. A staggering 90 percent of consumers prefer text messages over direct phone calls.¹⁶ TeleVox Pharma Edition creates a persistent, conversational messaging thread for patient interaction throughout their entire healthcare journey. The omnichannel platform also offers SMART SMS, SMART Voice, and SMART Web Chat so patients can get answers to their questions, book appointments, and receive reminders in the channel of their choosing. TeleVox Pharma Edition additionally offers direct mailing postcards to patient populations to educate and remind them about wellness appointments and treatments. The combination of digital and physical communications helps ensure maximized patient awareness and exposure. While the TeleVox Pharma Edition has a wide array of capabilities, we understand the unique regulatory challenges that may limit the full use of certain features. The TeleVox solution is flexible, customizable, and easy to use, allowing us to meet our customers where they are while enabling the potential for innovative growth along the way.

Consider the mom who is inconsistent in getting her family flu shots each year. With TeleVox Pharma Edition, she receives a postcard from the family physician (sent by TeleVox) in early September with a reminder to get their annual vaccine. Needing to coordinate schedules with their spouse and children, she puts it on the fridge for future discussion. Then, a week later, a text message arrives with another reminder. The message is enabled with SMART SMS that can respond to a wide variety of responses and help the patient book directly or look for other options. It can even answer questions or provide additional information about the vaccine and what to expect. Within a few days, the family is in the office receiving the flu shot and discussing other health concerns with a medical professional.

The program works because it builds upon the established relationship between TeleVox and providers. It features bi-directional communications that makes it easy to schedule and reduces the care gap (in this case, of a busy mom and her children who do not prioritize vaccines). By getting the family into the office, a pathway is established for future outreach, customizable care plans, and better condition or disease management, allowing medication and vaccines to be back in the spotlight where they are needed most.

In most cases, the pharma brand only needs to provide the messaging, and TeleVox does the rest. A dedicated Client Success Manager will coordinate meetings, develop and review program materials, conduct testing, and train the field teams. This saves time for both pharma marketers and providers, allowing both to spend time on higher-value tasks. TeleVox is fully transparent with project status and performance, granting peace of mind knowing that a committed team will ensure a smooth deployment. Even better, marketers can rest assured that TeleVox Pharma Edition is HIPAA and TCPA compliant, as well as HITRUST r2 certified.

As the campaign continues, comprehensive reporting includes response rates, scheduling status, diagnosis codes, conversation counts, demographic data, and more. These actionable insights help drive further adherence and allow marketers to know that the right messaging is reaching relevant patients.



Examples and Results

Targeting a community that was historically unreceptive to vaccines, a pharmaceutical company contacted TeleVox with an initiative to educate patients on the importance of early vaccination. In addition to gaining a better understanding of these patients and their responsiveness to messages, the campaign resulted in an 18.6 percent increase in flu vaccination rates for the targeted region. For providers, they saw more patients and gained the ability to communicate with them to reduce potential health comorbidities.

In another instance, a medical group in the Pacific Northwest saw a 41 percent higher FOBT completion rate after a TeleVox campaign versus the control group. In Scottsdale, Arizona, annual mammogram notifications with a 20 percent conversion rate demonstrate that patients engage with the messages and heed the calls to action. Finally, an ambulatory care center in New Jersey reports a \$26 ROI for every \$1 spent on TeleVox outreach.



A pharmaceutical company partnered with TeleVox for a campaign that resulted in an **18.6 percent increase in flu vaccination rates** for a targeted community that was historically unreceptive to vaccines.



Empower patients with awareness and engagement in treatment availability and adherence.



Enhance patient provider visits and trust-based interactions.



Maximize treatment utilization, compliance, and improve patient outcomes.



Increased pharma fiscal return and ROI (increased opportunity for supported products).

Overcoming Trust Barriers with the TeleVox Pharma Edition

When patients have more confusion than ever about who to trust for their healthcare needs, it is time for pharmaceutical brands to lean forward and meet the patients with the right message at the right time. TeleVox helps pharma brand marketers prioritize their patients in the simplest way: by supporting patient-provider interactions in the wake of declining wellness visits and preventative care. Rebuild your brand with the trusted industry leader for more than three decades.

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