

UNIQUELY ACTIVATE PATIENT ADHERENCE AT THE REAL POINT OF CARE

Patient Adherence

It's estimated that medication non-adherence is responsible for approximately **\$300 billion dollars in lost in revenue for manufacturers every year**– and immeasurable, detrimental effects on treatment outcomes. What does non-adherence do to your brand? MNG Health has a technology-enabled patient adherence solution to combat this challenge – driving increased adherence and Rx levels.

In a survey of 450 HCPs in our network:

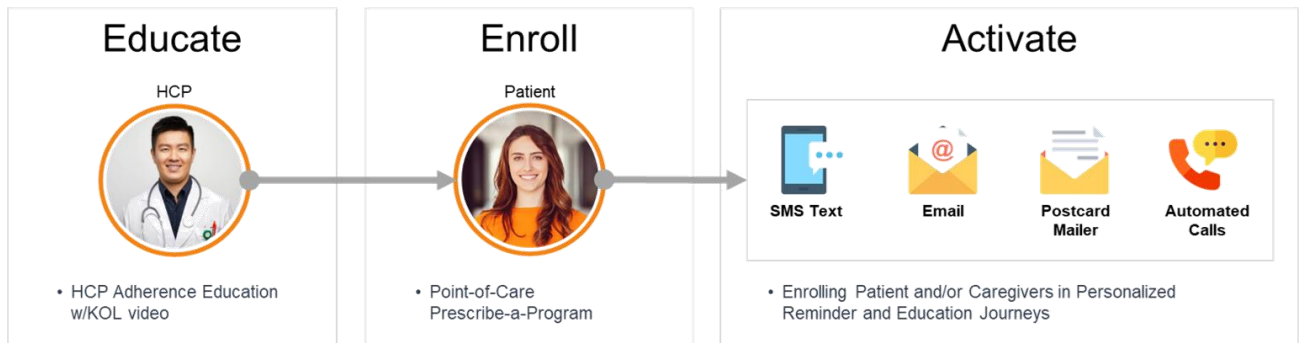
93% Say they alone (or in combination with their staff) talk to patients and caregivers about adherence

68% Say patients either don't understand the clinical impact of non-adherence or they simply forget to take their meds

85% Say it would be useful to share adherence materials w/patients + caregivers at the point of care

70% Say SMS reminders about prescribed regimen would increase patient treatment adherence

- **Start at the “real point of care”** (exam room where HCPs are focused and engaged with their patients and caregivers) not after they leave the exam room space.
- **Educate HCPs** about the clinical importance of adherence for your product with KOL-derived content.
- **Uniquely and digitally engage with patients** to spark adherence - SMS, email, telephony, and direct mail options for reminders and continued reinforcement.



Contact Us

Contact MNG Health today to talk about what even a slight increase in adherence might mean for your brand at (888) 450-9140 or by email at info@mnghealth.com.

THE MNG ECOSYSTEM ADVANTAGE

Harness the power of connected channels and tactics

MNG Health leverages its connected ecosystem and proprietary data insights to efficiently deliver technology-enabled marketing solutions for life sciences brands and enterprises. Proprietary technology enables dynamic deployment of omnichannel offerings resulting in personalized HCP and patient experiences. From national virtual broadcasts, virtual advisory boards, sales rep-triggered communications, and non-personal promotion, MNG Health delivers connected journeys for HCPs and patients.

Best Practices

Configuring your patient adherence solution begins with keeping these best practices in mind.

Capture Engagement at the REAL Point of Care

Maximize point of care engagement in the exam room – capture patient opt-in when interest and attention is the highest

Educate and Incentivize Healthcare Providers

HCP buy-in is key to success – drive participation through convenient, value-based education

Provide Impactful Patient Materials + Messages

Ensure patients understand importance of adherence and follow through

Create Seamless Patient Experiences

Make it simple – empower patient adherence journeys via easy sign-up process and intelligent dose reminders

Encourage Sales Rep Reinforcement

Arm your sales force with direct-to-HCP compliant communications to keep the momentum going

Leverage Captured Data

Analyzed HCP and patient activity will indicate optimization opportunities

Consider Virtual Events

Add deep educational opportunities for BOTH HCPs and patients via MNG's live and on demand offerings



TRUSTED FOR

Technology-enabled engagement solutions powered by our connected ecosystem and advanced data insights

- ✔ **Multichannel Campaigns**
Deliver strategic brand content across key channels
- ✔ **Live and On-Demand Virtual Events**
Extend reach and impact through virtual offerings
- ✔ **Sales Representative Enablement**
Empower reps to deliver multichannel communications
- ✔ **Opinion Leader and Speaker Advocacy**
Maximize KOL influence within immersive journeys
- ✔ **Patient Engagement**
Educate patients via connected solutions



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