AllazoHealth

Fact Sheet

About AllazoHealth

Approximately 20-30% of patients abandon their prescription and never start the prescribed therapy. Additionally, more than half of patients drop off therapy within six months. AllazoHealth's AI platform provides patient targeting at the individual level to drive next-best-action for medication initiation, adherence, and health outcomes. Our technology empowers customers to identify risk factors for every patient and deliver the optimal content, channel, timing, and cadence for each individual, creating a truly one-to-one patient experience.

Each year in the United States, poor medication adherence contributes to:

More than
$500B
in avoidable healthcare costs

Up to
25%
of unnecessary hospitalizations

Around
125,000
preventable deaths

About Our AI

Our advanced AI platform and analytics expertise have been proven to boost therapy initiation, adherence, and health outcomes. Leveraging identified and deidentified patient data from both our customers' data sources as well as our own database of more than 29 million patient records, 2 billion claims, and 275 million touchpoints.

AllazoHealth is unique in providing targeting at the individual level. The technology is validated to drive up to 9% increase in therapy initiation rates, 13.3% increase in days on therapy, and 7% increase in email engagement (open rates). At the same time, we help customers achieve these results while delivering, on average, 25% cost savings in the process.

By addressing fill issues up front, our AI technology helps increase the impact and reduces the cost of patient marketing and patient support programs programs as well as healthcare costs down the road.

Leadership

Clifford Jones
Founder and CTO

William Grambley
CEO

Clifford has been driving the use of AI in patient engagement and medication adherence optimization for more than a decade.

Upon founding AllazoHealth, Clifford built an industry-leading AI platform which has won multiple awards and whose impact has been validated through peer reviewed studies. Clifford led AllazoHealth through its formative years and has transitioned to the CTO role as AllazoHealth has grown.

Before founding AllazoHealth, Clifford developed CVS Health's award-winning Pharmacy Advisor medication adherence program in collaboration with AllazoHealth's current CEO William Grambley, which earned the "2011 Rx Benefit Innovation Award" from the Pharmacy Benefit Management Institute and a "Best Practices in Health Care Consumer Protection and Empowerment Award" from URAC. Earlier in his career, Clifford led the development of analytics software for Boston Consulting Group's healthcare practice.

Clifford graduated from the University of Pennsylvania dual-degree Management & Technology Program where he studied management, engineering, and mathematics. He entered the Wharton Health Care Management MBA program but left to start AllazoHealth. In 2023, Clifford was named the PM360 ELITE Award Winner for Entrepreneurship.

William is passionate about personalizing the patient experience so individuals can be more engaged in their healthcare and medications.

As CEO of AllazoHealth, he is driving the organization's growth to improve adherence and patient support programs. William originally joined AllazoHealth as the Chief Operating Officer and as the organization grew, transitioned into the CEO role.

Prior to joining AllazoHealth, he served in a variety of leadership positions at CVS Health, including time as Vice President of Strategy and Vice President of Product Management. While at CVS Health, he delivered industry-leading clinical programs, including the award-winning Pharmacy Advisor program, which drove CVS Health clients' Medicare Star ratings to their highest levels ever.

Earlier in this career, William served in the US Navy before getting his MBA from Northwestern University's Kellogg Graduate School of Management; William also worked for Bain and Company and EMC before joining CVS Health. In 2023, William was named the PM360 ELITE Award Winner for Entrepreneurship.

Clifford Jones
Founder and CTO

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"I'm incredibly proud of how our team has come together to develop the technology to make a profound impact for patients," says Jones. "It's truly a win-win-win environment we've helped to create: good for patients, good for our customers, and good for our business as well."

Founder Clifford Jones says, "Our AI technology has incredible extensibility. We can support practically all therapeutic areas. What's more, our customers value that we bring technical expertise to break down data silos and connect the patient experience across different systems to capture all points of contact over time. That's a capability that many pharmaceutical organizations need."

"We can target patient experiences so that we can determine what is best for every individual person," says Clifford Jones. "Our system learns from the data across different experiences how patients will react and uses those data-driven learnings to continually improve our customers' programs. What's really powerful is that we're optimizing engagement all the way to the end outcome. Most solutions simply optimize front-end metrics, like email open rates. We're driving all the way to therapy initiation and extended adherence."

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William Grambley
CEO

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"We have the data, capabilities, and analytical expertise to truly personalize the healthcare consumer experience," says Grambley. "Now, for the first time, we can enable a healthcare experience relevant to each and every person that fits their life and gets to a better outcome – and we can do it at scale. That should be the standard, and that's the standard we aim to set."

"We need to understand patients as healthcare consumers," contends Grambley. "If a patient is a single parent, don't call at dinner time. If another is a professional, they're not going to answer if you call during the day. If it's an older patient, they may be less comfortable with email or other digital communications. We have to meet patients on their terms, not ours."

"Patients with rare diseases face unique challenges in getting on and staying on therapy," says William Grambley. "We are thrilled to partner with a top 10 rare disease company to power their patient support activities with our AI. Using our platform, customers can support patients in preparing insurance coverage, encouraging adherence to the drug regimen, and providing disease and treatment education."

"The theme of quality, improved patient outcomes, and innovation has permeated my career," shares Grambley. "It's very satisfying, knowing that there is someone who, as a result of our work, is achieving a better health outcome."

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Promising AI stories

Get To Know AI On A Personal Level:

AI in plain language for a non-tech audience, and explanation on how it benefits the world.

Personalized Targeting Only AllazoHealth Can Deliver:

How is AllazoHealth's AI different (in plain language)?

Healthcare AI Solutions Are Here to Help, Not Hurt:

Circumvent naysayers with examples of how AI is beneficial to society in the healthcare field.

What's Next For AI In Healthcare:

How AI can expand to further help pharmaceutical companies and their patient support programs.

Want to learn more?

Curious about how AllazoHealth's AI platform is personalizing patient support programs, boosting medication adherence, improving brand performance, and addressing complex issues around the social determinants of health?

Request an interview at press@allazohealth.com