

Deliver better patient engagement and outcomes with personalized experiences



## The Problem

Pharmaceutical manufacturers need to make patient support more effective and efficient



20-30%

of patients abandon their script and never start the prescribed therapy



50%

of patients stop taking their meds as directed by month 6



125,000

deaths per year in the US are due to non-adherence

Meanwhile, the industry invests

\$5B

annually developing patient resources and support programs

## The Solution

Manufacturers can drive patient engagement for better therapy initiation, adherence, and health outcomes using AI-powered personalization at the individual level

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consumers only engage with marketing messages tailored to their preferences

### Predict

every patient's medication behaviors

### Personalize

content, channel, timing, and cadence specifically for them

### Maximize

program impact and efficiency



AllazoHealth personalizes the patient experience to drive each individual's next-best-action using identified data

## Results

Global pharmaceutical companies see positive results and reap benefits using AI



9%

increase in therapy initiation rates



14%

increase in days on therapy



7%

increase in email engagement (open rates)



25%

lower spending on interventions

\*AI-supported patients

The numbers do not represent the entire population in the programs. Only those supported by AI.

## Conclusion

AI-powered personalization works and is applicable for practically all therapeutic areas.

## Want to learn more?

Discover how AllazoHealth makes it easier for customers to drive better engagement, medication initiation and adherence, and increase operational efficiency.

Request a demo at [AllazoHealth.com](https://AllazoHealth.com)