

Medication Adherence

RETAIL PHARMACY SOLUTION BRIEF: DATA-DRIVEN MARKETING



Your Business Problem

Operationalizing Data-Driven Marketing Strategies to Improve Patient Outcomes, Build Customer Loyalty, and Cut Healthcare Costs

Medical industry experts report that from one-third to one-half of all patients fail to properly take their prescribed medications. Whether they never fill the prescription, take their medicine incorrectly, or stop taking it prematurely, patients often become sicker and find themselves admitted to the hospital for more intensive, expensive care. As a result, poor medication adherence creates an additional \$100 to \$300 billion in healthcare costs annually.

Helping patients adhere to their medication regimen is a clear way to improve wellness and reduce the cost of healthcare to society at large. Yet care providers such as retail pharmacy companies can also realize business benefits by taking steps to increase medication adherence. By helping patients adhere to their medication plans, pharmacy companies can also increase revenues through additional sales, boost profitability, and enhance customer loyalty and satisfaction.

A New Approach

Building Insight on Data and Analytics

The best way for retail pharmacy companies to realize real value is to collect and analyze data that delivers new insight into patient medication adherence issues. With the right data and sophisticated business intelligence and analytics tools, companies can understand how factors such as drug products and class, adverse effects, patient age, medical conditions, therapies, gender and ethnicity, insurance status, and payer formulary changes affect a patient's likelihood of becoming non-adherent. By combining this data and comparing it with known medication adherence trends, analysts can accurately predict likely patient behavior.

What is the Teradata Difference?

Rapid Conversion of Customer Insight and Operational Pharmacy-Specific Marketing Solutions.

Using technology to increase Medical Adherence means converting insight into an efficient operational practice. Teradata® provides pharmacy companies with effective marketing solutions that integrate customer data into a unified whole and help marketers optimize interactions with customers. We help companies understand each customer's preferred communication method and automate messaging. Teradata, the leader in analytical data warehousing solutions enables real-time, dialogue-based customer interaction across the full spectrum of digital and traditional communication channels.

Once patterns are identified, pharmacy companies can take steps to encourage patient adherence. For example, a pharmacist alerted to a potential non-adherence case might consult directly with the patient to discuss why staying on the medication is essential to ongoing health or recovery. The pharmacy company could contact patients with information about known side effects of the prescribed therapy, along with suggestions for over-the-counter treatments, nutrition, or other therapies that can help alleviate symptoms and improve patient care. The pharmacist could even contact the prescribing clinician if refill patterns vary from the prescribed dosage.

One leading retail pharmacy company recently tested its ability to impact patient medication adherence by promoting interactions between diabetes patients and their pharmacists. In the test group, pharmacists counseled patients either face-to-face or by phone. The communication increased therapy initiation rates by 39 percent overall and by 68 percent for patients counseled at retail stores. Medication adherence rates rose by 2.1 percent overall and 3.9 percent where patients received face-to-face interventions.

TERADATA.

To deliver optimum results, all communications should be conducted through the patient's preferred channel—whether that is in person or by phone, email, or text. By communicating preemptively, pharmacists can often convince patients to get back on track with their medical therapies. Perhaps as important, this communication helps patients understand that their pharmacist is looking out for their best interests. By demonstrating their care for patients, retail pharmacy companies can increase customer loyalty.

Teradata Solution

Using Technology to Increase Medication Adherence

To convert this insight into an efficient operational practice, Teradata provides pharmacy companies with effective marketing solutions that integrate customer data into a unified whole and help marketers optimize interactions with customers. We help companies understand each customer's preferred communication method and automate messaging. Teradata, the leader in analytical data warehousing, helps enable real-time customer interaction supported by both structured and unstructured data. This allows marketers to use big data volumes, including data generated by customers interacting with pharmacy companies using mobile and web channels.

Teradata helps organizations segment customer audiences and create and manage offers for specific customer groups. For example, if a customer fills a prescription known to cause itching, the pharmacist can inform the patient of this potential side effect and, should it occur, the marketing technology might create an offer for an over-the-counter itch-relieving treatment sold in the store, with the goal of helping improve the patient's care.

In addition to helping retail pharmacies leverage data and advanced analytics to gain insight about customers, Teradata can also help operationalize that insight into meaningful customer interactions with Teradata Customer Interaction Manager. Available as an on-premise or cloud

solution, Customer Interaction Manager enables real-time, dialogue-based customer interaction across digital and traditional communication channels. With this solution, marketers can derive more insights from their data so they can engage more effectively with customers across all online and offline contact channels.

With Teradata's embedded predictive analytics and open access to data anywhere, marketers can better understand customer behavior and preferences—including knowing which channels or methods are best to use to achieve the most personalized communication. Such intelligence gives the pharmacy care team an understanding of whom to contact, when, by what method and with what specific offers of service, thereby increasing the value of customer relationships and driving top-line growth. Enhanced visualization capabilities allow marketers to see, understand and report on those results as they are happening.

By refining the relevancy and personalization of messaging based on the behavior of customers, marketing technology can help retail pharmacy organizations act on data insights, design better interactions, and improve both patient care and each customer experience.

Need More Help?

Teradata has retail pharmacy experts with broad healthcare and analytics experience who can help you build a strategic roadmap and identify the potential return on investment for implementing solutions that help deliver deeper customer insight and interactions that lead to more optimized medication adherence.

For more information on our Teradata solutions to improve customer experience, patient care and sales through more optimized medication adherence, please contact us at [Teradata.com/contact-us](https://www.teradata.com/contact-us) or visit [Teradata.com](https://www.teradata.com).

10000 Innovation Drive, Dayton, OH 45342 [Teradata.com](https://www.teradata.com)

Teradata and the Teradata logo are registered trademarks of Teradata Corporation and/or its affiliates in the U.S. and worldwide. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or [Teradata.com](https://www.teradata.com) for more information.

Copyright © 2015 by Teradata Corporation All Rights Reserved. Produced in U.S.A.

06.15 EB8347



TERADATA.