HealthPrize motivates young adults to stick with acne medication
OBJECTIVE

A leading prescription acne brand sought to educate and engage patients to improve adherence beyond the brand’s baseline prescription fill rate of 1.3 fills per patient.

APPROACH

The HealthPrize platform and user experience was adapted to suit the brand’s topical delivery, allowing for the variable fill intervals that result from different dosing amounts. All prescription fills were verified through the platform’s proprietary verification system. The designs and messaging were also styled for a younger demographic and included an integrated mobile application for both Android and iOS users.

Members earned points for self-reporting daily medication application, refilling their prescription, taking weekly quizzes and surveys, and opening daily “Fortune Cookies” (educational tips and trivia). Points were redeemable for a variety of gift cards and merchandise in the Rewards Mall. Members were also eligible to win monthly leaderboard competitions and weekly sweepstakes based on their levels of engagement.

Various customizable prompts via email, text, and push notifications were set to keep the brand and medication-taking schedule top of mind for the member. HealthPrize created content, which was a blend of brand and condition-related facts in combination with fun trivia to avoid a strictly health-related experience.

Following an initial 30-day trial period, members were required to prove they were on therapy by using the HealthPrize prescription verification system.

“I appreciate your program and have found it useful not only in receiving rewards but in learning helpful healthy tips!” – HealthPrize member
RESULTS

A total of 7,800 patients registered for the program with an average age of 24 years. The mean number of prescription fills per member for those actively engaged in the program was 4.0, nearly 3 times the brand’s baseline fill rate. The mean fill rate for all verified members was 1.8 fills per member, a 39% increase over the brand’s historic baseline.

The average member logged in 2.7 times per week and spent over 2 minutes on the site each visit. A third of all members completed the quiz each week and more than 200,000 survey responses were collected from patients confirmed to be on therapy, leading to valuable insights for the brand.

Prescription Fills

- **ALL MEMBERS**: 1.8 fills
- **BASELINE CONTROL**: 1.3 fills
- **ACTIVE MEMBERS**: 4.0 fills

"OMG how kool is this...thanx so much!"

— *HealthPrize member*
CONCLUSION

HealthPrize successfully adapted its program to suit the needs of a topical dermatology product for young adult patients, delivering high engagement rates. Members in the HealthPrize program demonstrated adherence rates significantly higher than the brand’s historic baseline. In addition, a number of key insights were delivered to the client based on weekly quizzes and market research surveys.

“I had a home run call with Dr. [x]. He is so hard to engage and impress, but [HealthPrize] did! It was unbelievable his engagement and excitement. He went on to say, ‘This is big, no one else is doing this.’ He gathered his staff and other doctor, and had me present again.” – Sales rep for brand

INSIGHTS

- 73% of members believe that learning about acne helps them to be more compliant with their medications.
- 41% of members stated that their tube lasts 3 to 6 months, longer than anticipated by the brand.
- 36% of members reported that they received 3 to 5 or more product samples from their physician, which prompted the brand to review their sampling procedures. Patients with many samples demonstrate longer delays in filling the initial prescription.

ABOUT HEALTHPRIZE

HealthPrize Technologies provides an innovative approach to addressing the problem of medication non-adherence with an online and mobile-based program that is fun, educational, and rewarding. The HealthPrize system leverages gaming dynamics, behavioral economics, and proven concepts from consumer marketing to maximize engagement while also using education to strengthen the intrinsic motivation required for long-term persistence to prescribed medications. For more information, visit www.HealthPrize.com and follow us on Twitter at @HealthPrize.