



Case Study



HealthPrize achieves sustained engagement and 2× adherence in hypertensive patients



OBJECTIVE

Seeking a way to differentiate their brands and improve patient adherence, a multibrand, hypertension pharmaceutical franchise sought to educate and engage patients to improve adherence beyond the brand's baseline prescription fill rate of 4.5 fills per patient.

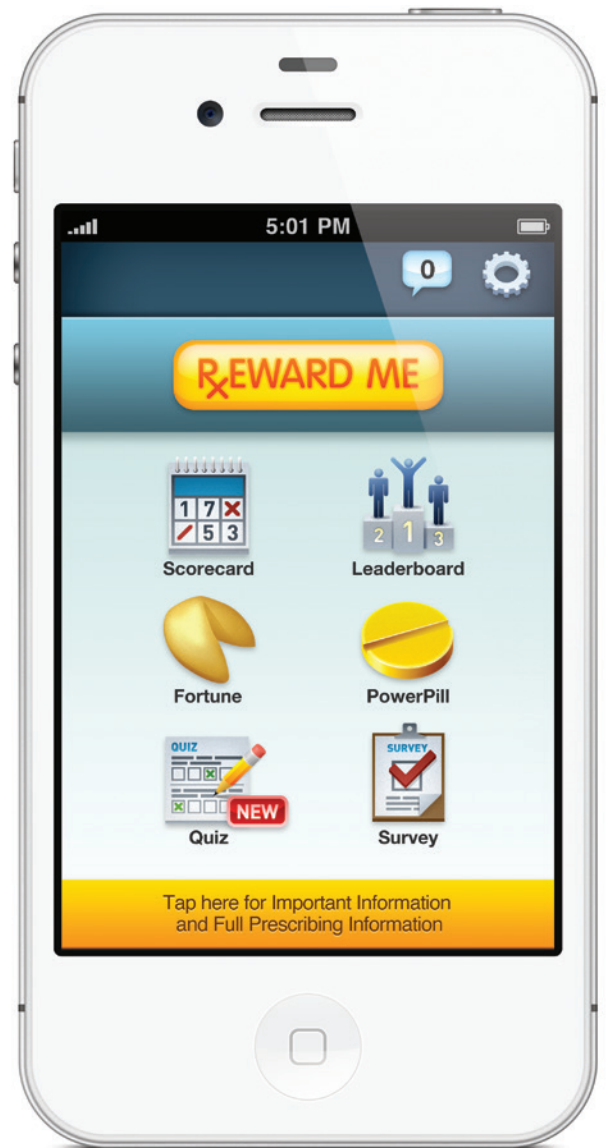
Approach

HealthPrize customized their web and mobile platform to deliver a standalone program for a client's multiple antihypertensive medications. Achieving this involved adhering to each medication's specs guiding patient communication and the granting of rewards.

Members earned points for self-reporting daily medication adherence, taking weekly quizzes, and opening daily educational "Fortune Cookies." Points were redeemable for health-related merchandise in the Rewards Mall. Members were also eligible to win monthly leaderboard competitions and weekly sweepstakes based on their levels of engagement.

HealthPrize deployed its engaging reminder system to deliver timely email, text, and push notifications for daily adherence and refill messaging.

Points were not granted for prescription fills. However, timely fills (as verified through HealthPrize's proprietary verification system) served as a gating item for maintaining eligibility to earn new points.



 [The HealthPrize mobile app.](#)

Results

Patients were enrolled in the program via email invitation and brochure distribution at physicians' offices from sales reps. The average age for registered users in the program was 50.9. The mean number of prescription fills per member for those actively engaged in the program was 18.9, which was 4 times the brand's baseline fill rate. The mean fill rate for all members verified to be on therapy was 10.8 fills per member, more than double the brand's historic baseline.

The average member logged in 3.9 times per week and spent over 1.5 minutes on the site each visit. Nearly half (47%) of all members completed the quiz and survey each week, leading to valuable insights for the brand.

Members reported very positive feedback regarding the educational offerings. Aside from their interest in earning points, their favorite activities were engaging in weekly quizzes and opening daily Fortune Cookies. They preferred the education even ahead of the monthly leaderboard competition and weekly sweepstakes.

Conclusion

HealthPrize successfully adapted its program to suit the needs of a brand with tight restrictions on point values and merchandise. The largely middle-aged members of the HealthPrize program demonstrated very high engagement rates—logging in, on average, every other day—as well as prescription fill rates that were 2 to 4 times 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.

INSIGHTS

80%

said they felt the program motivated them to be more compliant with their medication

95%

of members said the program increased their understanding of how their blood vessels work

88%

put their learning to good use



Mean fill rate for all members verified more than doubled.

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](https://twitter.com/HealthPrize).