



CASE STUDY

CKD & POLYPHARMACY



CHALLENGE

Patients diagnosed with chronic kidney disease face the reality of diabetes disease progression and the fear of dialysis. A newly launched medication used to treat chronic kidney disease (CKD) in adults with type 2 diabetes (“The Brand”) offers a last line of defense for these patients. However, it’s contingent on patients introducing another medication into an already complicated regimen.

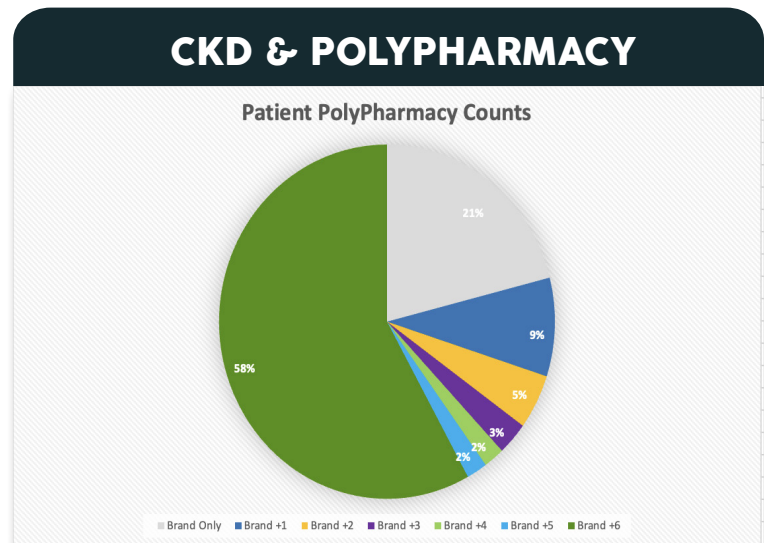
In fact, 70% of patients on The Brand are taking multiple medications, of which 58% are on seven or more prescriptions.

The Brand needed solutions to catch patients early in their CKD diagnosis to help support their emotional state, reinforce lifestyle adjustments with attention to their medication routines, and modify health behaviors.

SOLUTION:

Pleio worked with The Brand to design a solution to identify patients onboarding onto the CKD brand and initiate a human-first outreach to support patients through this next level of medication support. The Brand recognized the importance of listening to patients to assess emotional barriers and supporting them through this critical time in their disease progression.

Pleio’s [GoodStart Program](#) leverages a pharmacy network of over 12,000 retail pharmacies to outreach to 4,000 CKD Brand patients. In addition to the pharmacy network, The Brand routed it’s CRM into Pleio’s technology platform, Lift for outbound and inbound calls. The Lift platform matches patients with Pleio GoodStarters who maintain a



Source: Pleio GoodStart Program, Pleio Pharmacy Network Data. Observed between 04/20/2022 and 04/20/2023.

relationship through the first 90 days of onboarding. GoodStarters are trusted peers in the community trained in empathy, HIPAA, privacy, and security.

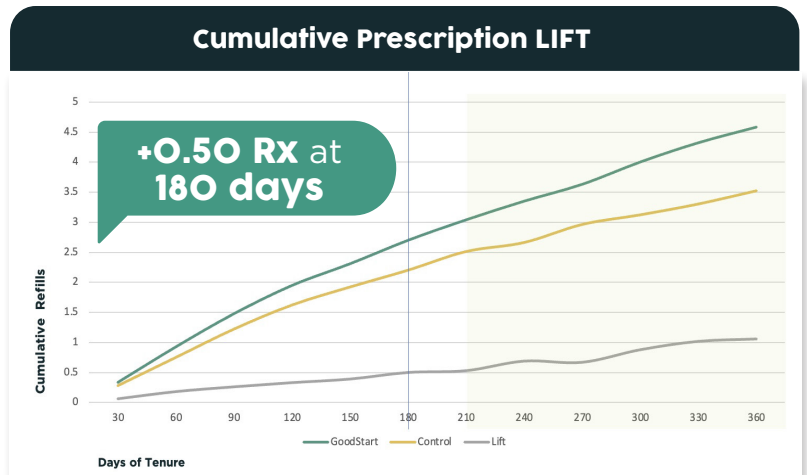
Finally, a key Brand initiative is to encourage patients to enroll in a digital companion for treatment management monitoring and support. Upon connecting with patients and assessing needs, the GoodStarters send links for patients to download The Brand’s digital companion.

PATIENT IMPACT

The GoodStart Program delivers significant impact and continued incremental prescription fills for The Brand, with GoodStart patients filling earlier and more often: **15 days earlier and +0.50 Rx at 180 days.**

BRAND RESULTS

- Leveraging Pleio's network of 12,000+ pharmacies **GoodStarters engaged 4,000 patients** to date with support.
- Pleio began engaging patients upon launch and averages **200 new patients per month.**
- GoodStarters see an average **engagement rate of 51.8%** and **referral rate of 30%** to The Brand's digital companion program.
- Enrolled patients experience a **54% increase in refill persistence** by the third refill.



n-values for patients with 180 days of program tenure: GoodStart n=1,648. Control n=1,235. Patients are randomly assigned to a contemporaneous control group from the same stores at the same time as their GoodStart counterparts. Control patients received no program interventions.

“[Pleio] is more focused on the patient’s journey in terms of the support they need and additional resources, but also on the emotional component they are dealing with as well.”

PATIENT SENTIMENT

“Everytime I talk to you it is an incentive to have hope. I look forward to speaking with you about my health.”