



# CASE STUDY

## MENTAL HEALTH - SCHIZOPHRENIA

### PATIENT ENGAGEMENT

#### INTRODUCTION

Patients diagnosed with a mental health condition requires heightened emotional support beyond traditional patient support programs. In fact, medication non-adherence is more prevalent amongst Mental Health patients with nearly 40% of patients no longer taking their medication within a year and it's 75% by the end of two years.<sup>1</sup>

Consequences of non-adherence among mental health patients include re-hospitalization, poor quality of life or psycho-social outcomes, relapse of symptoms, increased co-morbid medical conditions, wastage of health care resources, and increased suicide.<sup>2</sup>

#### CHALLENGE

The Brand needed help onboarding new-to-therapy patients who were struggling to introduce a new medication into their existing routine.

They needed an additional level of support to overcome the emotional barriers like stigma, isolation, and denial that are often associated with mental health conditions.

#### SOLUTION:

Pleio supported the Brand in designing a program to identify new patients and provide a human-first outreach to onboard them onto their treatment. The team worked with the Brand to build a robust support program and train GoodStarters to successfully engage with patients. This included crisis intervention and suicide prevention to be more supportive and resourceful during outreach. Patients opted-in to 'GoodStart Minutes' as a way to combat loneliness and have daily support and affirmation.

The GoodStart Program matches a Pleio GoodStarter with a patient to support them throughout their first 90-days on therapy. GoodStarters are trusted peers in the community trained in empathy, HIPAA, privacy, and security and help address the emotional barriers associated with non-adherence that aren't addressed by digital-only or access-focused solutions.



**GOODSTART PROGRAM ENGAGEMENT RATE**  
**51%**



**UNIQUE PATIENTS IMPACTED BY GOODSTART PROGRAM SUPPORT**  
**+8,900\***



**AVERAGE TALK TIME**  
**8.30 minutes**



**OPT-IN RATE FOR ADDITIONAL DIGITAL COMMUNICATIONS (GOODSTART MINUTES)**  
**55%**

\* Number of patients engaged in the first 210 days

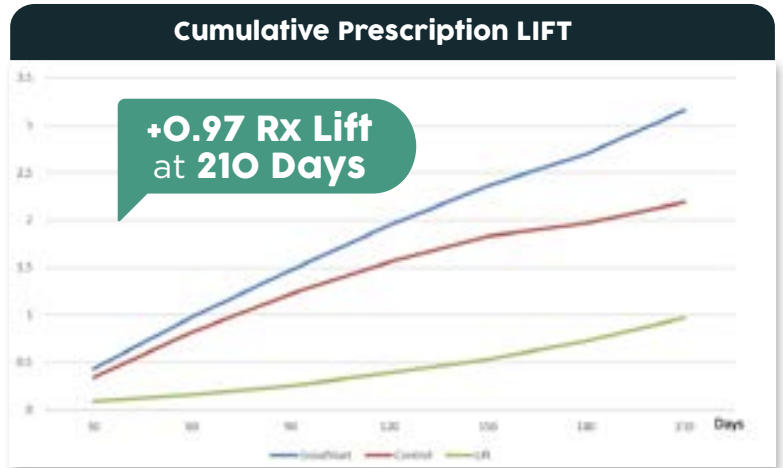
<sup>1</sup> <https://www.sciencedirect.com/science/article/pii/S2667276622000774#:~:text=Contemporary>  
<sup>2</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6966860/#:~:text=Other>

## PATIENT IMPACT

The GoodStart Program delivered significant and continued incremental prescription fills for The Brand, with GoodStart patients filling more consistently: **+0.97 Rx Lift at 210 days**.

## BRAND RESULTS

- Leveraging Pleio's network of 12,000 pharmacies - The GoodStart Program **reached over 8,900 patients** with support in the first 210 days.
- GoodStarters **engaged 51% of eligible patients** through the GoodStart Program which includes: up to three scripted calls, digital resource offers, mailings, and digital GoodStart Minutes.
- Patients in the program experienced 23% improvement in refill persistence by the first refill and **42% improvement by the third refill**.



n-values for patients with 210 days of program tenure: GoodStart n=1,282. Control n=857. P-value at 210 days < 0.05. 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 HAS ESTABLISHED AN ORGANIZATIONAL CULTURE THAT CENTERS AROUND THE CONCEPT OF DOING WELL BY DOING GOOD.”**

*Head of US Commercial Innovation  
Major Pharma Manufacturer*

## PATIENT SENTIMENT

“It’s nice to know that there’s somebody out there who knows that I’m taking this medication. Thank you so much.”