

# CareMetx Omnichannel Program Drives Initiation and Persistence for a Self-Injectable Rheumatology Biologic

## Overview

Self-injectable drugs help patients manage chronic conditions from the convenience of home, yet they're more complicated to administer than oral drugs, creating barriers for patients to initiate and stay on therapy. Patients with a chronic inflammatory disease can encounter obstacles throughout the care journey—from poor health and low literacy before the diagnosis, to anxiety about the injection process once they receive a RX, to lack of motivation and side effects concerns throughout their therapy.

This client, a manufacturer with a self-injected rheumatology biologic, partnered with CareMetx to equip healthcare providers (HCPs) to support patients throughout their journey. CareMetx developed an omnichannel one-to-one patient and HCP support program, driven by a single platform, with touchpoints targeted to key points like first fill and first injection. Through this model, patients began their journey with a call from a case manager who identified potential barriers, then received brochures on targeted topics, text message reminders for Rx fills, links to support videos, and mobile access to on-demand modules. For HCPs, CareMetx provided informative tools for in-office use with patients prior to diagnosis, encouraged them to recommend program enrollment, and delivered progress reports for enrolled patients—all designed to boost HCP confidence in the initiative.

## The Challenge

Improve initiation and persistence for a self-injectable rheumatology biologic by addressing each patient's unique barriers.

## The CareMetx Approach

Develop a personalized, omnichannel support program for patients and HCPs with touchpoints targeted at key stages of the journey.

86%

For patients enrolled in the CareMetx omnichannel support program, initiation of the self-injectable biologic rose from 68% to 86%.<sup>5</sup>

14%

After six months on therapy, the discontinuation rate dropped for patients enrolled in the support program, decreasing from 47% to just 14%.<sup>6</sup>

97%

Ninety-seven percent of patients enrolled in the CareMetx program for this biologic reported satisfaction with the support provided.<sup>7</sup>

90%

Nine out of 10 HCPs who received support from CareMetx for this rheumatology biologic expressed satisfaction in the program.<sup>8</sup>

Adherence to rheumatoid arthritis therapeutics is **as low as 30%** according to some studies.<sup>1</sup>

In developed countries, average adherence to medications for chronic diseases is **as low as 50%**.<sup>2</sup>

Among patients who delayed filling the Rx for more than a week for one self-injectable drug, **42% reported injection concerns**.<sup>3</sup>

## About This Client:



Leading pharmaceutical manufacturer



Provides self-injectable rheumatology biologic

## About CareMetx:



A leading technology-enabled hub services platform



Focused on facilitating patient access to specialty medications

**80+** Serves 80+ brands<sup>4</sup>

CareMetx handles **over 2,673,300** patient transactions a year.<sup>4</sup>

## **Citations:**

1. Self-efficacy and adherence behaviors in rheumatoid arthritis patients. Retrieved August 18, 2022 from: [https://www.cdc.gov/pcd/issues/2018/18\\_0218.htm](https://www.cdc.gov/pcd/issues/2018/18_0218.htm).
2. Adherence and persistence rates of major antidiabetic medications: a review. Retrieved August 18, 2022 from: <https://dmsjournal.biomedcentral.com/articles/10.1186/s13098-022-00785-1>.
3. Self-reported barriers to adherence and persistence to treatment with injectable medications for type 2 diabetes. Retrieved August 18, 2022 from: <https://www.sciencedirect.com/science/article/pii/S0149291816303757>.
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