

# Enabling adherence to dosing schedules for a newly launched treatment

Improving usage and patient compliance in cholesterol management

## Scope

**Geography:** UK

**Supported drugs:** Novel RNA-based therapy

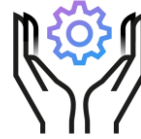
**HCP reach:** 4,000 GP practices

**TA:** Dyslipidaemia



## Objectives

- Support a global pharmaceutical company in:
  1. **Targeting patients at the point of care** who are receiving a newly launched, bi-annual injectable cholesterol-lowering medication.
  2. **Triggering digital alerts within the patient chart** to educate on the dosing schedule and support diary entries for the next dose reminder.



## Clarivate contribution

- **Designed an Evidence-based clinical message** aligned with National UK guidance and the Product Information sheet.
- **Deployed the messaging campaign** through a targeted network of 4,000 GP practices for 19 months.
- **Measured Program Impact** using NHS Open Data to demonstrate effectiveness in boosting medication use.



## Client benefit / outcome

- **Achieved 57% conversion rate from diary entry to prescription** showcasing HCP engagement.
- **Achieved 89% increase in prescription volumes** during the campaign comparing with historical periods.

