

Harnessing digital technology and best practices from behavioral science to drive a new patient journey and improve patient adherence

Digital communications & technology have accelerated the way consumers access content , where they access it and how they process the understanding of this content. This knowledge coupled with a new vision for patient education drives us to continually look for ways to improve brand communication strategies and to integrate digital experiences seamlessly into the total patient journey.

Our client was seeking to create a new vision for patient-centric education and adherence to improve outcomes, reduce costs from workplace-related injuries, increase patient satisfaction, and increase ROI for a major Worker's Comp insurer.

A strategic roadmap for a web portal that combined marketing automation and behavior change to guide patients on a proven recovery process (based on clinical behavioral studies) for their worker's comp-related injuries.

This multi-layered solution consisted of highly personalized content generated specifically for each patient coupled with required actions and motivational support along the way to encourage success. This included best practices for behavioral adherence improvement which were seamlessly integrated with engaging online educational communications materials, interactive condition-improvement checklists, personal professional (HCP & case worker) intervention, offline media and telemarketing.

This program is still in the early launch phase with full rollout anticipated for the back end of 2017 with learnings about patient adherence and costs resulting from work-related injuries to follow.

