

How Do You Effectively Engage Patients/Consumers in a Changing Healthcare Environment?



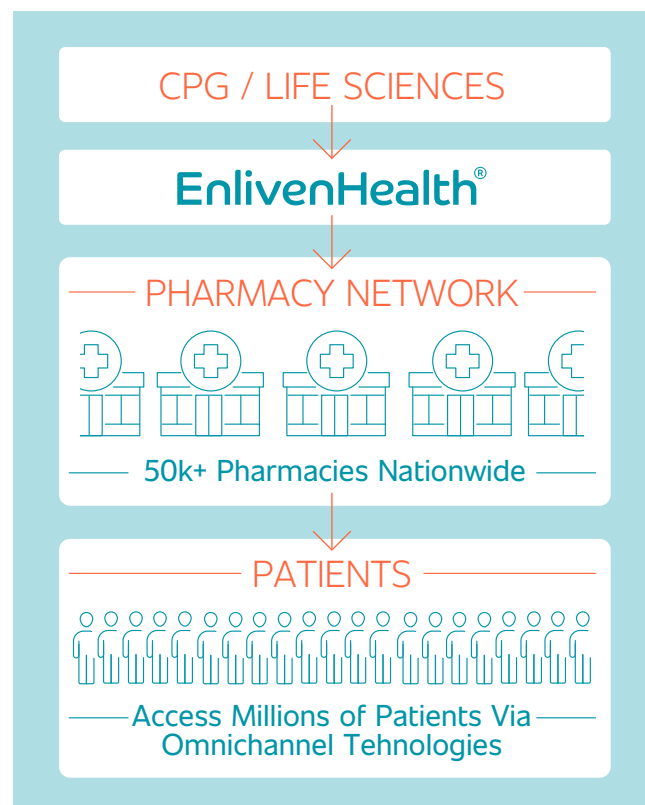
In this changing, post-pandemic healthcare environment, patients are assuming a greater role in their healthcare decisions as they seek trusted medical information outside their prescriber's office. These changing expectations are influencing how, where, and when medication and healthcare related product information is presented to patients.

For life sciences companies and healthcare-related consumer packaged goods brands, the challenge is delivering the right messaging, at the right time and place, to the 70% of Americans who take at least one prescription medication¹ and the 50% who take two or more². Every patient interaction needs to be relevant, engaging, timely and conveniently delivered.

Optimize Patient Health Outcomes and Loyalty with Patient Engagement Network (PEN) from EnlivenHealth®

EnlivenHealth's Patient Engagement Network (PEN) is a powerful patient engagement solution suite that uses best-in-class data insights paired with industry-leading engagement technologies to patient health outcomes. Together, with our nationwide network of participating pharmacies, PEN connects targeted patients with your branded education, information and health outcome enhancing messages — all of which are optimized to be delivered when, where, and how individual patients prefer to receive their health-related information.

As the leading provider of proven patient engagement solutions, EnlivenHealth empowers you to place your medication, OTC or CPG brand front and center with millions of patients during key touchpoints of their healthcare journey.



Sources:

1. Mayo Clinic Proceedings (2009, July). <https://doi.org/10.1016/j.mayocp.2013.04.021>
2. Mayo Clinic Proceedings (2013, July). <https://doi.org/10.1016/j.mayocp.2013.04.021>

Enhance Patient Engagement and Drive Medication Adherence

PEN's unique digital marketing approach incorporates automated, direct-to-consumer/patient messaging that empowers your team to deliver a variety of campaigns in an efficient and cost-effective manner throughout the patient's healthcare journey.

The PEN omnichannel solution suite includes:

- ✓ Ability to target patients by condition, age, geography, medication adherence and payer
- ✓ Automated, outbound notifications through voice, SMS text, mobile push, email, mail
- ✓ Intelligent, interactive personalized IVR (Interactive Voice Response)
- ✓ Mobile and web applications
- ✓ Interactive web forms
- ✓ Pharmacy appointment scheduling

Powerful Benefits of EnlivenHealth's Patient Engagement Network Solution:

- ✓ **Access to Millions of Patients/Consumers:**
EnlivenHealth provides technology solutions to over 50,000 pharmacies nationwide, creating a database of millions of patients and prescriptions.
- ✓ **Improve Health and Medication Literacy:**
Deliver important clinical medication and condition information directly to consumers/patients via omnichannel communication (video, mobile push, pharmacy website placement, and patient assistance program enrollment)
- ✓ **Strengthen Medication Adherence:**
Analytics and messaging services elevate strengthen adherence by removing barriers to pharmacy care using medication messaging with timely refill, daily dose, and pick-up reminders
- ✓ **Recruit & Engage for Clinical Studies:**
Access robust pharmacy database and analytics for intelligent patient eligibility and prescreening solutions

About EnlivenHealth®

EnlivenHealth builds advanced patient engagement, financial management and population health technology solutions that enable retail pharmacies and health plans to measurably improve the health of their patients and members, while ensuring the long-term health of their business. With the recent acquisition of FDS Amplicare and MarkeTouch Media, EnlivenHealth now offers the industry's most comprehensive suite of SaaS technology solutions that help retail pharmacies and health plans to transform and thrive in this new era of digital-driven healthcare. Currently, more than 50,000 retail pharmacies nationwide deploy EnlivenHealth/FDS Amplicare/MarkeTouch Media technology solutions. EnlivenHealth is a division of Omnicell, Inc. (Nasdaq: OMCL), a leading provider of medication management solutions and adherence tools for healthcare systems and pharmacies. To learn more, visit EnlivenHealth.co.

To learn more about Patient Engagement Network Solution from EnlivenHealth®, visit www.enlivenhealth.co