

Going beyond medication to support patients with lipid disorder



Slightly more than half of U.S. adults (47 million) who could benefit from cholesterol medicine are currently taking it.¹ However, many struggle with adherence.

Approximately 50% of patients do not take their medications as prescribed²

CHALLENGE

Client assumption had been that patients with hypercholesterolemia (also known as lipid disorder or high blood cholesterol), who had typically taken oral treatments, were fearful of injections. The objective: dispel the fears for a more successful treatment initiation of an injectable treatment.

SOLUTION

An omni-channel Patient Support Program based on a validated need, not an assumption

Atlantis Health first recommended patient research to confirm the assumptions. Atlantis conducted robust insight mining, which revealed some surprising results. Patient beliefs about their disease and the necessity for medication were actually larger barriers to treatment initiation and adherence than the fear of injection itself. Patients perceived injectable treatments as a sign that their condition had gotten worse.

These key learnings led to the development of a personalized, omni-channel Patient Support Program (PSP) built around interventional content that addressed practical and perceptual challenges, as well as patient beliefs about treatment efficacy.

> **PSP tactics included:**

- HCP-patient dialogue tools
- Live nurse support
- Educational emails
- Injection reminders and tips

Content driven by evidence-based principles of behavioral science educated the patient on the necessity for treatment, which included an understanding of the risks of having uncontrolled hypercholesterolemia. This information proved to be a strong motivator for patients as they started and stayed on their new treatment regimen.

RESULTS MATTER

PATIENT SATISFACTION

80% found the PSP very useful

SUPPORTS ADHERENCE & PERSISTENCE

30% increase in prescriptions that were refilled for patients enrolled in the PSP vs non enrolled

References:

1. Centers for Disease Control and Prevention. High Cholesterol Facts. Accessed February 11, 2022. <https://www.cdc.gov/cholesterol/facts.htm>.
2. Brown MT, Bussell JK. Medication adherence: WHO cares? *Mayo Clin Proc.* 2011;86(4):304-314. doi:10.4065/mcp.2010.0575