

CASE STUDY

**Interactive Text Improves Patient
Engagement and Medication Adherence**

PaxVax

Quality health outcomes depend on patients' adherence to their recommended treatment regimens. But an estimated 40% of patients misunderstand, forget or ignore key healthcare advice. Leading healthcare organizations recognize that effective care relies on patient actions away from clinics and hospitals, so they are leveraging innovative mobile solutions to engage patients where they are and drive improved health outcomes.

PaxVax (now part of Emergent BioSolutions), a leading independent vaccine company, was devoted to developing and commercializing specialty vaccines that protected against existing and emerging infectious diseases. PaxVax provided effective tools for healthcare providers serving the 100 million people per year who traveled to countries where these diseases were present, commercializing groundbreaking vaccines for typhoid and cholera, with a robust pipeline of additional vaccine candidates in development. PaxVax used mPulse Mobile's tailored and interactive text dialogues to engage patients on a trusted and preferred channel to maximize therapy adherence and boost patient experience.

Goals

PaxVax commercialized the leading oral vaccine for typhoid fever: Vivotif®. They had partnered with mPulse to provide straightforward reminders to patients to complete the one-week course of four capsules. After seeing initial success and strong patient preference for the mobile channel, their goals were to make their mobile program more interactive and incorporate tailored dialogues to further boost proper intake, while maximizing the benefits of the channel to give patients a positive experience. In leveraging mPulse Mobile's interactive text dialogues, PaxVax could better account for adherence barriers, patient engagement preferences, and unique patient needs.

Execution

mPulse Mobile worked with PaxVax to deploy an industry-leading therapy adherence solution that would go beyond one-way reminders to improve patient satisfaction and adherence while also gathering important patient-reported insights and outcomes. Patients that had been prescribed Vivotif® used a 'keyword' text in to enroll in the program on the day of their first dose. After which the program engaged in a week-long fully-automated conversation that helped them to stay on course with the Vivotif® dosing requirements. Patients would register their messaging preferences via an initial welcome dialogue with the mPulse platform. In the following days, patients would get interactive reminder dialogues with dosing instructions at their preferred time, with questions to confirm intake of each dose and to measure satisfaction after the course is completed. In the first four months after implementing the new program, over 3,000 patients proactively texted into the PaxVax mobile solution.

Results

The shift to interactive and tailored text messaging helped further engage the patient population and enabled PaxVax to gather valuable insights. Overall engagement improved with over four times as many automated messages sent and patient responses received when compared with the previous program. With over 3,000 dialogues initiated, PaxVax received 16,000 responses, resulting in an average of four text replies per patient engaged. 72% of all patients leveraged the new preference management capability to schedule their reminders to maximize convenience. Asking patients if they were properly following intake instructions was highly successful, with 41% of patients taking the time to respond to reminders for each dose, a very strong response rate for a reminder program. While the reminders helped encourage high rates of adherence, the dialogues also allowed for patients to identify any difficulties and barriers, with 97% reporting that they followed post-dosage refrigeration instructions and 95% reporting that they completed the vaccine course. Patient satisfaction was high, with 96% finding reminders helpful and 93% of patient responses scoring as "positive" when analyzed for sentiment. The ability to gather these satisfaction and adherence insights via interactive dialogues, while improving interactivity and engagement, elevated PaxVax's mobile program to one that led its industry.

PREVIOUS PROGRAM		TWO-WAY PROGRAM
4	Message Touchpoints	15
9.2%	Opt-Out Rate	7.5%
~5%	Response Rate	41%
N/A*	Patient Preferences Reported	72%
N/A*	Patient Response Sentiment Analysis	93%
N/A*	Patient-Reported Vaccine Completion	97%

* One-way program unable to gather patient outcomes.

References

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About mPulse Mobile

mPulse Mobile, the leader in Conversational AI solutions for the healthcare industry, drives improved health outcomes and business efficiencies by engaging individuals with tailored and meaningful dialogue. mPulse Mobile combines behavioral science, analytics and industry expertise that helps healthcare organizations activate their consumers to adopt healthy behaviors.

With over a decade of experience, 100+ healthcare customers and more than 300 million conversations annually, mPulse Mobile has the data, the expertise and the solutions to drive healthy behavior change.

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