



PHARMAPHONETICS™

PATIENT ADHERENCE

The cost-effective approach to building prescription drug compliance that speaks to an audience of one

When patients don't adhere to their medication regimen, it can have a negative impact on their health as well as your brand and bottom line. In fact, noncompliance and lack of persistency lead to an estimated annual revenue loss of \$30 billion to the pharmaceutical industry.

With PharmaPhonetics, you can improve compliance and build brand loyalty for a fraction of the cost of traditional patient adherence programs. The key is proprietary automated speech recognition technology. This technology enables permission-based phone calls and text messaging/SMS that dynamically respond to individual needs.

A cost-effective differentiator that builds loyalty and adherence

PharmaPhonetics uses proven and patent-pending speech technology to help you cost-effectively build a high-touch relationship with your patients. With our technology, it's possible to tailor messaging and personalize interactions so you can speak frequently and directly to thousands of patients.

Once patients are enrolled in your compliance program, our interactive calls encourage them to adhere to their medication regimen. These interactions extend and personify your brand, providing a powerful tool for patient acquisition and retention, as well brand loyalty and differentiation.

As a complement to existing programs or as part of a new multi-disciplinary initiative, PharmaPhonetics can help you improve adherence and persistency with literally all of the patients associated with your brand. In the process, you can build the lifetime value of these patients, potentially delivering millions of dollars in additional revenue.

More than just a reminder, PharmaPhonetics can be your gateway to communicate and gather patient information on an interactive basis.

- Cost-effective, automated approach to patient adherence
- Patient-friendly format, especially for older audiences
- Personalized experience, no matter how large your audience

The power to reach all of your patients, one at a time

A PharmaPhonetics adherence and compliance program offers significant benefits for pharmaceutical manufacturers. By creating a dialogue with individual patients, you build a relationship that can yield brand preference among patients, physicians, and pharmacies.

Our adherence programs improve reach and frequency, offering an alternative way to interact with more patients, including those who may not be reached with other vehicles. Older patients, for example, prefer the telephone as their channel of communication, so Web-based initiatives may not be as effective with them. And because we know that phone interactions don't fit every lifestyle, we also offer text messaging/SMS options.

A patient-centric approach

In addition to creating better patient outcomes, our patient adherence programs have been rated by users as convenient, quick, and easy to use.

Contacts are made over the telephone at a time designated by the patient. It only takes a couple of minutes to register and then take compliance calls. Interactions are short, with patients controlling the experience using self-directed speech. Based on patient responses, interactive messaging and patient-specific information are dynamically created.

Tailored to your specific requirements

PharmaPhonetics adherence programs are scalable and comprehensive, providing a turnkey approach that can be the core of a new initiative or work hand-in-hand with your existing compliance efforts.

All of our projects are managed by a dedicated professional project manager and include: development and deployment; database segmentation and management; data collection; and tracking, analysis, and reporting—all in a secure environment.

We'll work with you to build a program tailored to address the unique needs of your patients, your segmentation strategy, and your brand.

Created by a leader in Automated Speech Recognition

VoicePort helps clients control costs and efficiently communicate with customers using self-service Automated Speech Recognition (ASR) and Web applications. We develop and provide configurable as well as custom solutions in niche markets such as media and pharmaceuticals. Since 2002, we've deployed speech applications at more than 130 customer sites in North America.

VoicePort's PharmaPhonetics suite utilizes our interactive speech-automated applications to improve patient adherence and brand positioning, as well as to conduct market research with physicians. These applications comply with all patient privacy laws and industry-specific governing body guidelines.



Give your patient adherence program a voice

To learn more, visit us online at www.voiceport.net, or call us at 866-418-1497.