



Therapy Enrollment and Adherence

Improve Onboarding, Adherence, and Satisfaction with Proactive, Personalized Digital Navigators.

PHARMA AND SPECIALTY HUB CHALLENGES:

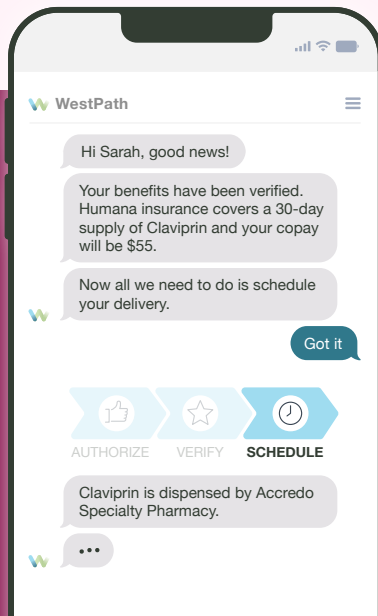
Today's patients struggle to navigate complex and often unfamiliar therapy enrollment landscapes. Benefits verification, prior authorization, and specialty therapy administration can be daunting, even for patients with high health literacy. Meanwhile, case managers find it difficult to connect with patients by traditional phone-based channels. As a result, access and support programs suffer from delayed first fills, low patient satisfaction, and significant program dropout.

DIGITAL WORKFORCE SOLUTION:

Precision AQ, a leading commercialization partner for life sciences companies, is a strategic investment partner, joining forces with Phluence[™] to help pharmaceutical manufacturers offer a transformative alternative to traditional, labor-intensive HUB models.

Solution Capabilities:

- Patient Enrollment
- Status Updates
- Fulfillment Coordination
- Therapy Onboarding
- Adherence FAQs and Reminders
- Outcome Collection and PROs
- PHI-ready mobile messaging experience (no apps or passwords)
- Rapidly integrates with CRM and hub systems
- Real-time insights and analytics



CASE STUDY

Digital Navigators for Specialty Onboarding

A specialty pharmaceutical company launched a hub team to support 1,000 patients per year prescribed a new specialty seizure medication. Phluence[™] augmented the traditional hub enrollment and support team with a comprehensive digital enrollment and adherence journey on patients' phones.

In addition to manual case manager outreach, patients received 12+ automated, personalized conversations in their first six months on therapy. As a result, enrollment success rates, time on therapy, and patient satisfaction all improved, while operational overhead decreased significantly.

↑ \$3.3M
Increase in
Therapy Revenue*

↑ 10%
Increase in
First Fills

↑ 18%
Increase in
Time on Therapy

96%
Patient
Satisfaction

Contact us today to learn more about our platform and how we can automate complex therapy access workflows at scale. info@phluence.com