

## *Case Study*

# Increasing Preventive Kidney Testing Through Patient Activation on MyTherapy

*A targeted MyTherapy journey empowered at-risk patients to understand kidney health and pursue preventive testing—boosting test intent by 77%.*

DECEMBER 2025

**smartpatient**

# Background

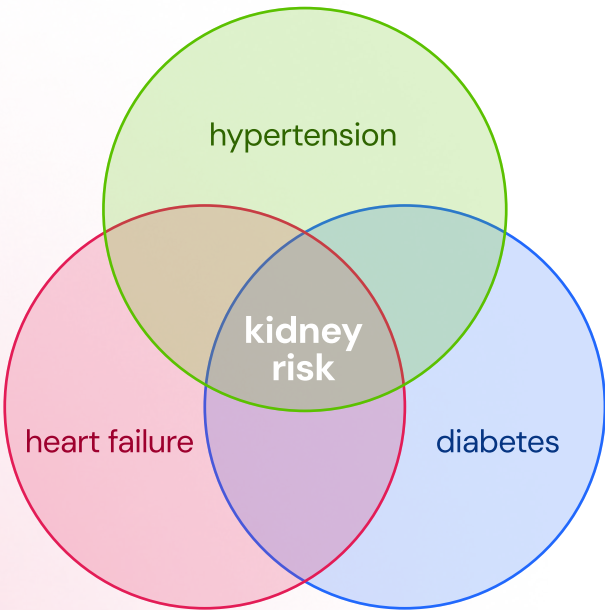
People living with diabetes, hypertension, or heart failure face a substantially increased risk of developing chronic kidney disease (CKD). While this link is well recognized clinically, kidney health often remains absent from routine care conversations. Consequently, many patients fail to recognize their risk early enough, leading to delayed preventive testing and missed opportunities for timely intervention.

# Solution

Smartpatient and its healthcare partner delivered a focused kidney-health learning journey directly into the daily routines of MyTherapy users, helping patients understand their risk and prepare to take preventive action.

Together, we created a focused learning journey that appeared during meaningful app interactions such as medication intake or symptom tracking.

The partner defined the clinical direction, while smartpatient used MyTherapy’s high-engagement patient experience to integrate the content seamlessly. This resulted in a well-timed, easy-to-follow educational flow that built awareness and confidence without adding complexity to patients’ daily routines.



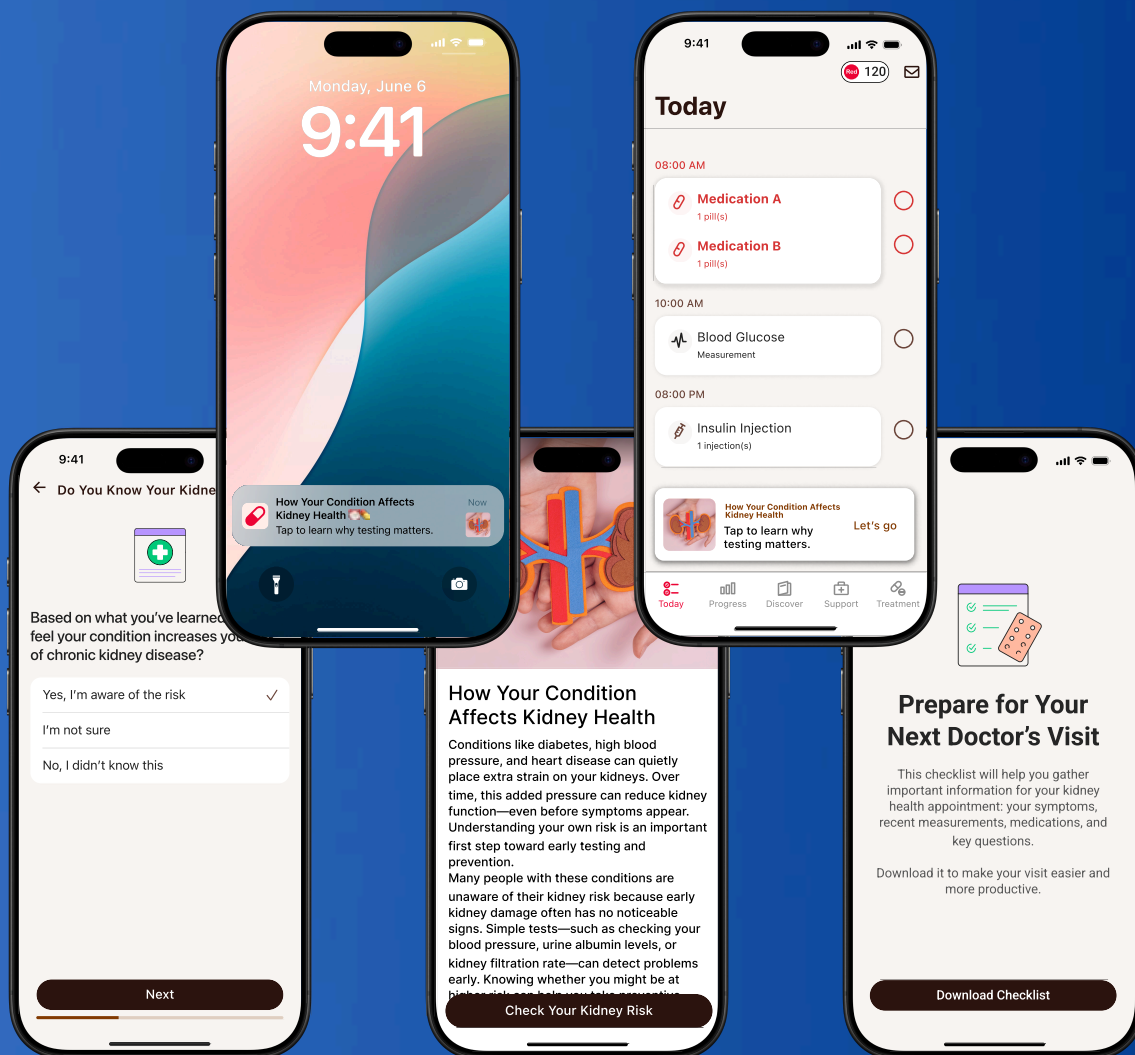
# What We Built

From September to November 2024, smartpatient launched a kidney-health learning journey to an estimate 55,000 MyTherapy users at elevated CKD risk. The experience consisted of concise, easy-to-follow content surfaced at moments of existing engagement, such as medication reminders or symptom tracking.

The journey included:

- Short educational explanations of kidney function
- A quiz reinforcing personal risk
- A slideshow illustrating what kidney testing involves
- A physician checklist to support upcoming appointments

These touchpoints helped patients move from awareness to readiness, without requiring changes to their behaviors or tools.



# Impact

The campaign produced a measurable shift in preventive behavior among MyTherapy users.

Patients exposed to the campaign showed a 77% increase in intent to undergo kidney function testing compared to baseline. Those engaging with multiple content formats demonstrated the strongest activation, highlighting the value of repeated and varied touchpoints.

Patients also reported greater readiness to discuss kidney health with their physicians at upcoming visits.

**55k**

Patients Reached

**6**

Educational  
Touchpoints

**77%**

Increase in  
Testing Intent

## Patient voice:



### **Medication Reminder**

This is an excellent app to help you remind yourself of your medication. When to take it. How much to take and when. It also tells you when you will be running out. I had a recent kidney transplant and this app has helped me with all of that and more.



The app is quite good as it's very helpful for keeping track of things. And there are always interesting articles. 👍



# Why MyTherapy

MyTherapy reaches patients during moments when they are actively managing their health, which increases the relevance and impact of direct to patient education. This created a strong foundation for delivering the kidney health journey with consistent visibility and measurable behavioural influence.



# Outcome

This campaign demonstrates how MyTherapy can empower patients to take meaningful preventive steps by integrating guidance seamlessly into their daily routines. By combining simple, timely educational content with existing patient engagement, smartpatient and its healthcare partner helped thousands of at-risk individuals prepare for earlier kidney function testing.

The model is scalable and replicable across therapeutic areas where early detection and sustained awareness significantly influence health outcomes.

# Takeaway

When relevant health information is delivered in the flow of everyday self-management, patients are more likely to understand their risk and take preventive steps.

MyTherapy provides an end-to-end model that spans awareness, diagnosis and prescription support, dispensing and adherence. By engaging and empowering patients through targeted activation, the platform generates unique connected data that informs brand decisions and strengthens real world performance. This creates scalable value for partners and better experiences for patients.

## About smartpatient

smartpatient, part of Redcare Pharmacy, is a leading provider of direct-to-patient solutions for the pharmaceutical industry. Through MyTherapy, the world's most widely used medication management app with more than 12 million active patients, smartpatient enables pharmaceutical partners to engage and support patients directly in a compliant and scalable way. Its integrated ecosystem connects digital activation, personalized support, medication dispensing, and real-world insights to deliver measurable outcomes across the entire patient journey.

Ready to scale preventive health with precise patient activation?  
Reach out to our team at [partnerships@smartpatient.eu](mailto:partnerships@smartpatient.eu) for a personalized demo.