

Breast Cancer

Heart Failure

Prostate Cancer

Obesity

Plaque Psoriasis

Allergies

Multiple Sclerosis

Rheumatoid Arthritis

Type 2 Diabetes

Chr. Myeloid Leukaemia

Alzheimer's Disease

Lung Cancer

Case Study

Turning Digital Engagement into Measurable Preventive Health Impact with MyTherapy

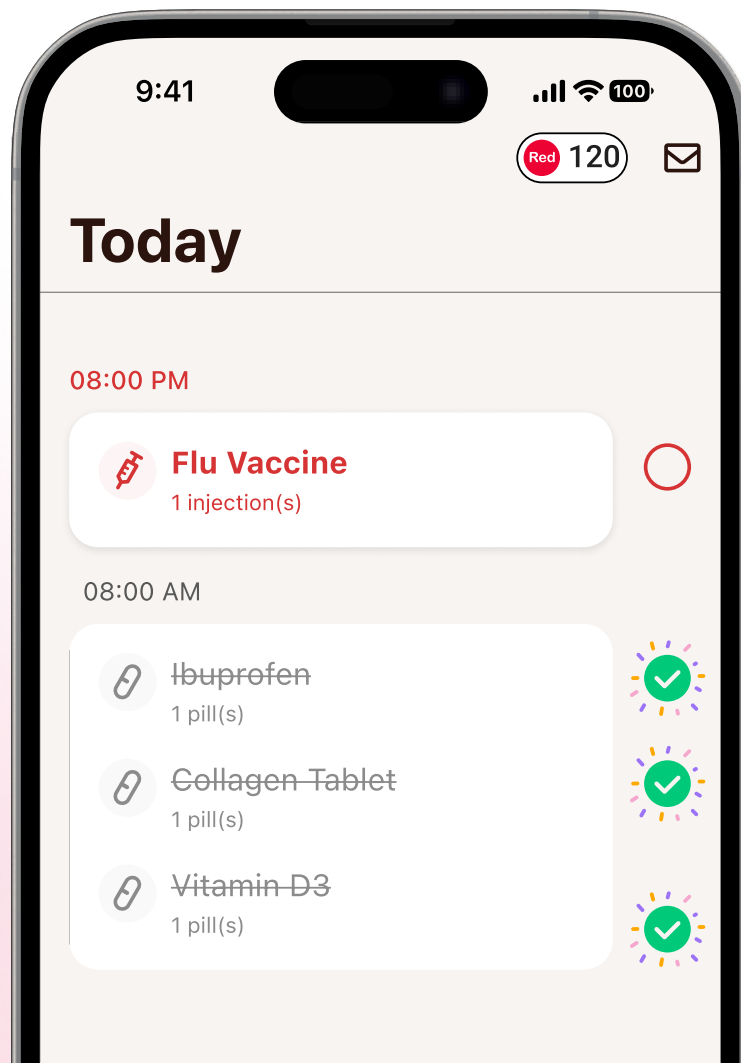
How a leading pharmaceutical partner leveraged the MyTherapy platform to transform patient awareness into measurable prevention outcomes—reaching and activating high-risk populations at scale.

NOVEMBER 2025

smartpatient

High-Risk Patients, *Low Vaccination Rates*




Every flu season, people living with chronic diseases—such as asthma, diabetes, hypertension, or heart failure—face elevated risks of severe flu complications. Despite clinical recommendations, vaccination rates among these high-risk groups remain suboptimal. Traditional public health awareness campaigns and digital health efforts often miss critical moments when patients make preventive care decisions during daily routines. smartpatient partnered with a leading pharmaceutical company to integrate flu vaccination awareness into patients' everyday health management through the MyTherapy digital health platform.



Key Objectives for *Increasing Flu Vaccinations* via Digital Engagement



The flu vaccination campaign was designed to go beyond education, aiming to drive measurable behavior change in high-risk patient populations. The campaign objectives were to:

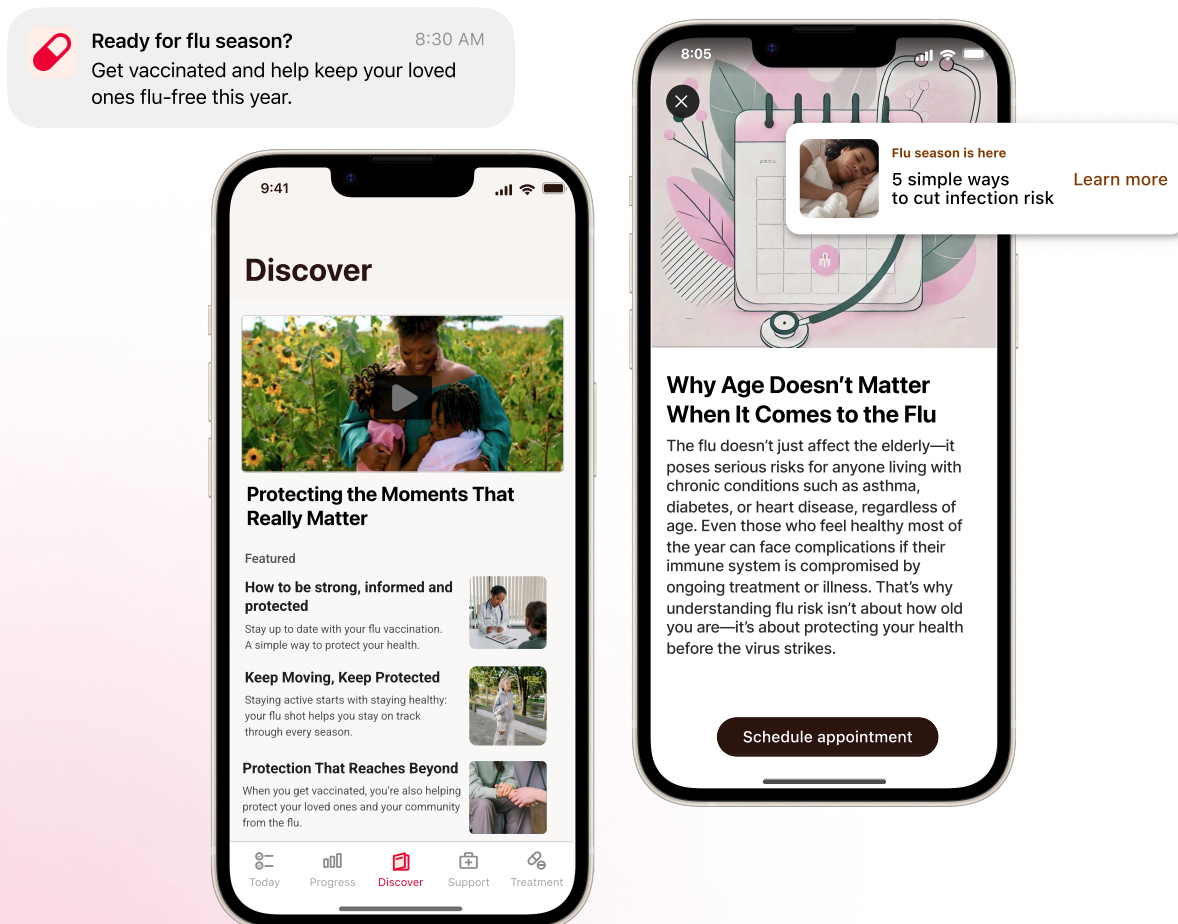
-  Reach high-risk patients with timely, personalized vaccination reminders.
-  Educate patients using trusted, evidence-based flu prevention content.
-  Activate preventive actions by converting flu vaccination awareness into patient uptake and adherence.

Embedding *Preventive Messages* into Daily Routines

Focusing on people with chronic conditions vulnerable to flu complications, the campaign used MyTherapy to deliver flu education through short, engaging digital content such as articles, slideshows, and videos. Key educational topics included:

- “Why age doesn’t matter for flu risk”
- “Flu vaccination at your local pharmacy”
- “Strengthening the immune system against the flu”

Messages were delivered contextually through teasers and notifications, seamlessly integrated into patients’ medication management routines on the MyTherapy app.



For demonstration purposes only.
Actual content is co-created with partners based on identified patient needs.

Reaching the *Right Patients* at Scale

The campaign achieved strong engagement among high-risk, multimorbid patients:



Tens of thousands of patients reached through targeted in-app content.



Each patient engaged with multiple educational pieces on average.



A significant share explored several content formats, articles, slideshows, and videos.

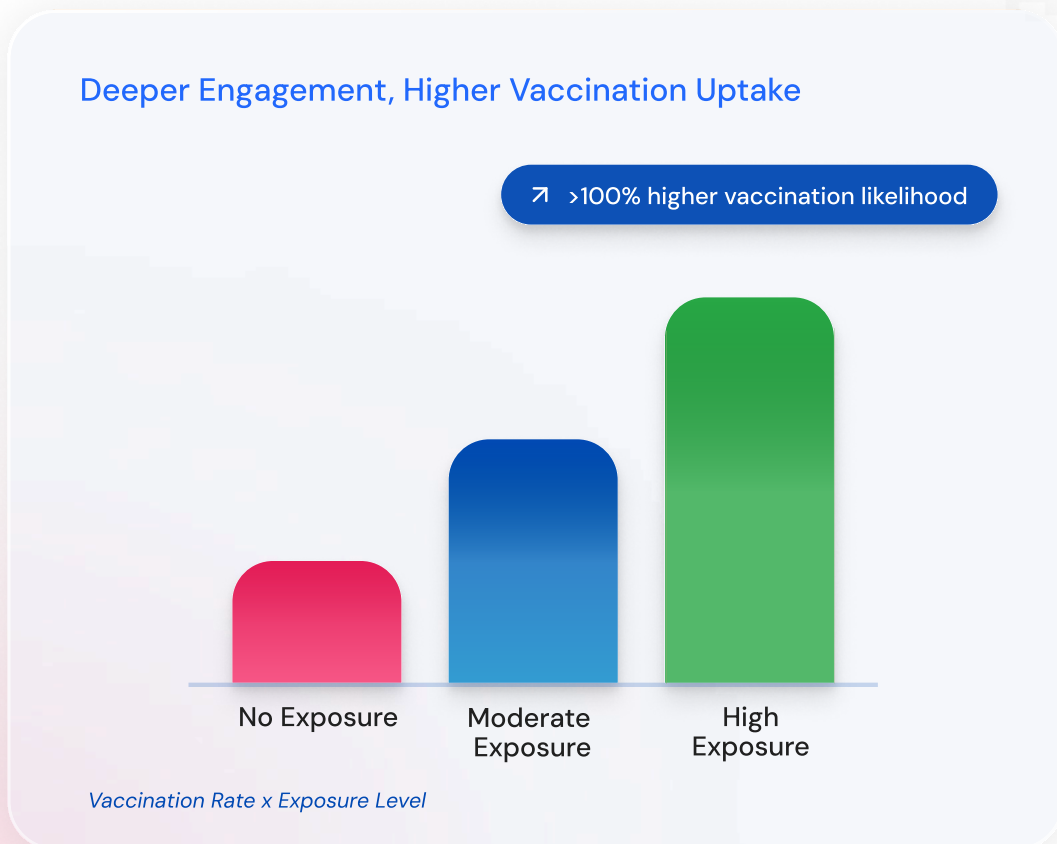
Patients reached were typically managing multiple chronic conditions and medications, confirming that preventive messages effectively reached those most at risk.



Deeper Engagement, *Higher Vaccination* Uptake

Analysis revealed a clear correlation between the level of digital engagement and vaccination behavior. Patients who interacted with more educational content were over **100%** more likely to get vaccinated than those with limited or no exposure.

This demonstrates that repeated, trusted digital engagement moves high-risk patients from awareness to measurable preventive action, proving that digital campaigns can successfully drive population-scale behavior change.



When Patients Trust, *Patients Act*



Survey feedback confirmed the campaign's high relevance and credibility:

- A clear majority of patients rated the educational content as helpful and easy to understand.
- Engagement data revealed active interaction with multiple pieces of content, and average dwell times underscored genuine patient interest in preventive health education.
- These patterns of engagement and positive feedback highlight the trust patients place in MyTherapy as a health channel and their willingness to act on preventive information delivered within their daily routines.

Such results reinforce industry findings that credible, patient-validated digital health campaigns directly enhance preventive health behaviors.

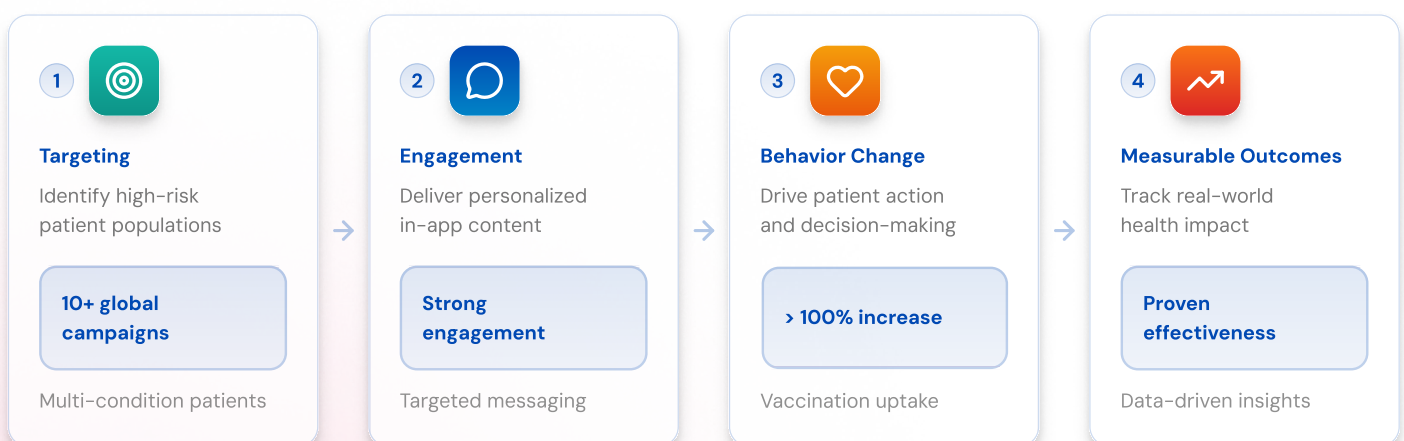
Translating Education into Measurable Health Impact

The campaign demonstrated that digital patient engagement can effectively drive preventive health behaviors.

By delivering relevant, repeated educational content to high-risk patients through MyTherapy, smartpatient achieved significant improvements in flu vaccination uptake.

Data revealed a strong correlation between exposure depth and vaccination rates: patients who engaged with all campaign materials had vaccination rates more than double the baseline improvement. This evidence builds on more than 10 digital campaigns delivered with global pharma partners, consistently showing that MyTherapy turns education into measurable patient outcomes.

Exemplary campaign funnel conversion



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.

Reach out to our team at partnerships@smartpatient.eu for a personalized demo.