

# 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.

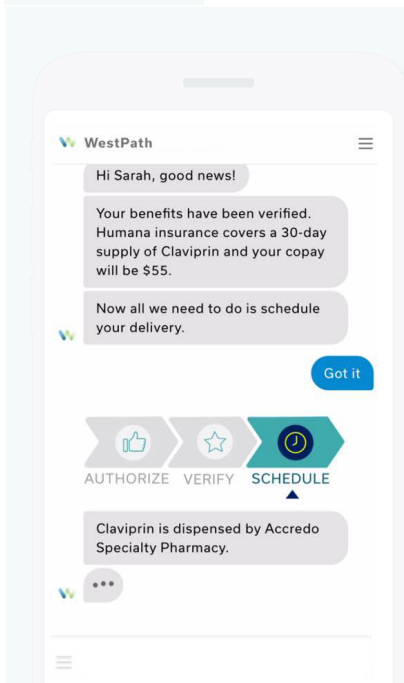
## Digital Workforce Solution

Lifelink System's Enrollment and Adherence solution guides every prescribed patient with real-time onboarding, education, and updates via automated mobile conversations. Personalized digital navigators scale to support hundreds of thousands of patients, and are highly configurable to specific therapy programs and workflows. Brands and hubs benefit by increasing first fill success, extending time on therapy, and reducing operational overhead.

## 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. Lifelink Systems 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

\*100 patients newly prescribed specialty medication with 12 months adherence course + 900 patients able to extend their medication course and adherence.