

A woman with dark, wavy hair, wearing a blue denim jacket over a yellow top, is smiling and looking towards the camera. She is holding a smartphone in her right hand, which displays a mobile application interface. The background is a brightly lit pharmacy with shelves of products and a counter. A semi-transparent white box contains the text 'Case Study' and the main title.

Case Study

Enhancing Copay Card Adoption and Patient Engagement at Mayne Pharma with CodeBroker's Copay Registration, Adherence, and Analytics Solution

Overview of Mayne Pharma

Mayne Pharma is a specialty pharmaceutical company focused on commercializing novel pharmaceuticals, offering patients better, safe and more accessible medicines. Mayne Pharma has a 40- year track record of innovation and success in developing new oral drug delivery systems. These technologies have been successfully commercialized in numerous products that continue to be marketed around the world.

The Challenge Faced by Mayne Pharma

Mayne Pharma aimed to increase the adoption and use of copay cards for two of its medications while also improving the overall patient experience. The company wanted a modern, mobile-first solution that could support these enhancements and enable comprehensive tracking of patient interactions. This tracking needed to cover the entire process, from initial engagement via various digital channels through copay card registration and medication adherence, in order to increase and optimize conversion rates.

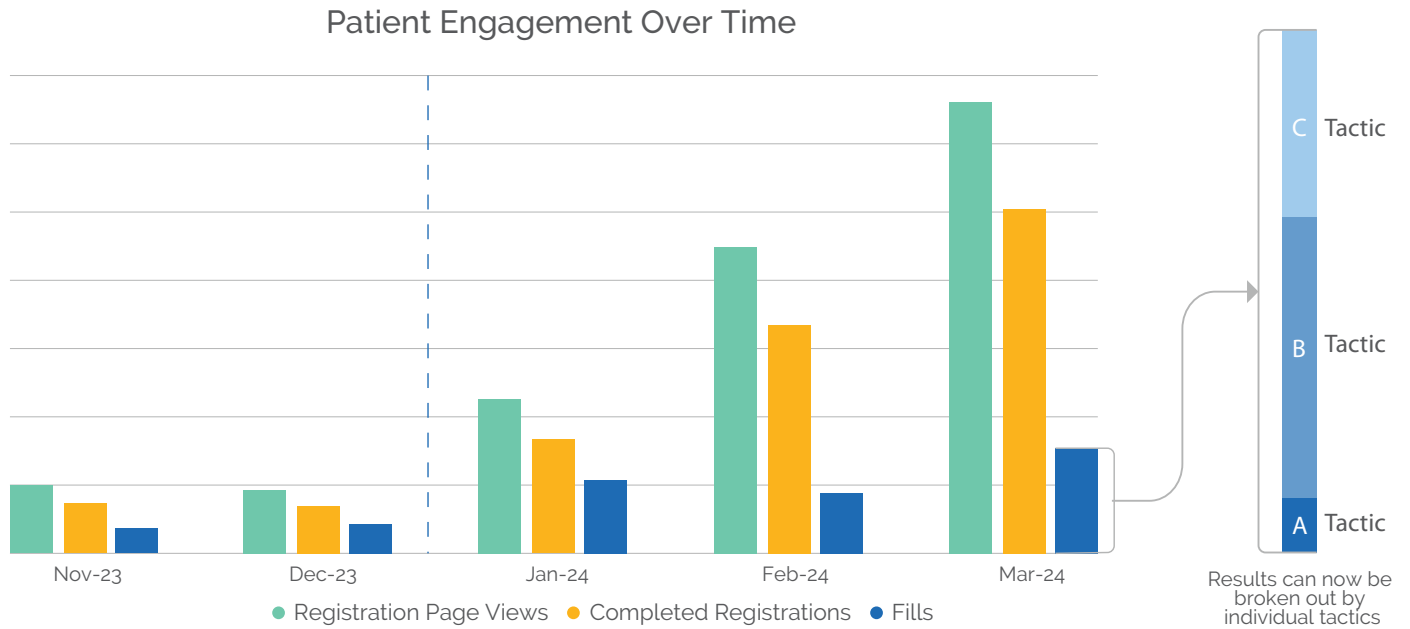
The Solution Provided by CodeBroker

To meet these challenges, Mayne Pharma implemented CodeBroker's Copay Registration, Adherence, and Analytics Solution. The decision was influenced by CodeBroker's proven expertise with significant retail players and their robust technology tailored for the pharmaceutical sector. "CodeBroker facilitated a swift integration with existing systems and enhanced the copay process." according to Brandon Anderson, Senior Product Manager at Mayne Pharma. "The project moved from initiation to regulatory review readiness in just two months."

CodeBroker's solution, built on their SmartJoin technology, emphasized a mobile-first approach to simplify registration, allowing copay cards to be stored digitally on users' phones and linking marketing efforts directly to prescription fills. This integration provided Mayne Pharma with new insights into their marketing funnel, enabling precise attribution of new prescriptions to specific marketing initiatives and a clearer understanding of how to optimize their online marketing spend.

Brandon highlighted the alignment of CodeBroker's mobile-first strategy with their patient demographics' expectations, noting "CodeBroker's solution has delivered significant improvements in copay card downloads and redemptions, with the ability to conduct detailed funnel analyses to determine the most effective marketing expenditures."

An additional feature important to Mayne was the capability for patients to integrate their copay cards into mobile wallets like Apple Wallet and Google Wallet. "Our patient demographics demanded that we select a provider who supports mobile wallets. Rather than requiring patients to download outdated PDF's or remember detailed copay card numbers, adding mobile wallet support increased copay card usage by nearly 60% - which significantly improved ROI." explains Brandon.



CodeBroker's implementation increased completed signups and lifted TRx. The CodeBroker analytics platform now allows Mayne to measure results down to the specific marketing tactic level.

Key Benefits Achieved with CodeBroker

With the implementation of CodeBroker's solution, Mayne Pharma now benefits from seamless text integration which optimizes towards the 80% of website visitors who are already viewing on mobile devices:

- Detailed tracking of patient behaviors from the initial digital interaction to ongoing prescription fills.
- Using registration and prescription data as robust indicators of conversion, moving beyond mere clicks.
- Streamlining the registration process across both desktop and mobile platforms.
- Facilitating the addition of copay cards to mobile wallets, significantly enhancing user convenience and card usage.

The Results

Through the deployment of CodeBroker's Copay Registration, Adherence, and Analytics solution, Mayne Pharma has not only increased their registration rates but also enhanced copay usage and conversion (NRx and TRx). The solution has empowered Mayne Pharma to continuously refine their engagement strategies and improve both registration and conversion metrics effectively.

Contact CodeBroker to learn more about CodeBroker's Copay Registration, Adherence, and Analytics solution.

Email: info@codebroker.com

Phone: 800.928.7315

Website: www.codebroker.com