



Omni-channel, intelligent patient management platform

THRiV™ is our proprietary omni-channel, patient-centric solution that transforms the traditional one-size-fits-all patient adherence and acquisition programs into a highly individualized patient engagement experience.

Through sophisticated predictive modeling and machine learning, our **THRiV** solution predicts future patient behavior based on hundreds of patient data points, thereby enabling us to individualize patient engagement across synergistic pharmacy communication channels to ensure each patient experience is as unique as they are.

Communication channels:



Up to

5X

more lift with our **THRiV™ solution vs traditional adherence programs**

Combines:



Wealth of experience

- Pioneered “direct-to-patient” communications
- 30 years of expertise in designing personalized patient engagement solutions
- Developed an evidence-based approach to program design, enabling continual learning and improvement
- Established the “gold standard” in real-world measurement methodology and analytics



Predictive modeling & machine learning

- Complex algorithms
- Advanced segmentation
- Individualized messaging
- Optimized spend

What we do

The Power of The Pharmacy

Healthcare is evolving to prioritize the increasing demand for personalized care. With this evolution, the pharmacy is becoming a destination for expanded patient services and an ideal channel to motivate, support and inform patients in their medication journey.

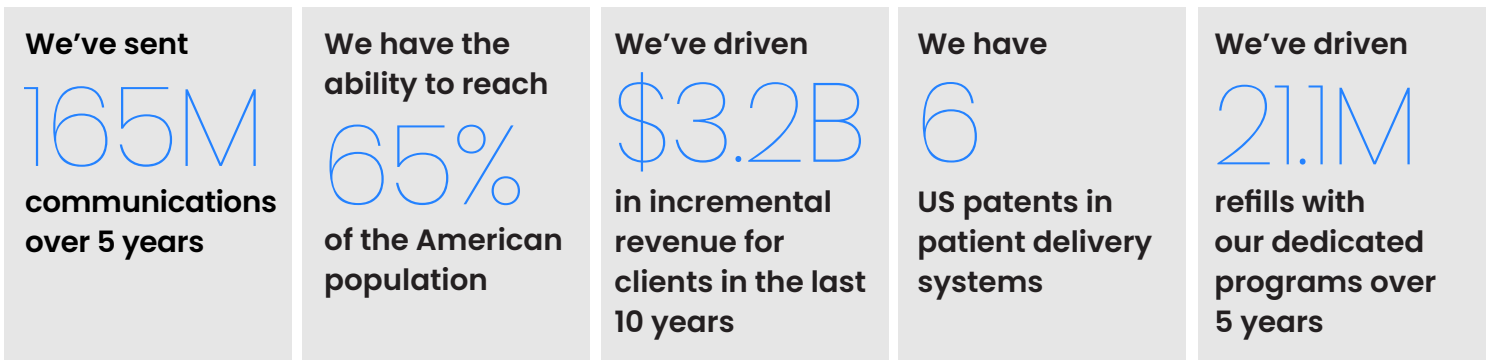
We combine our global network of pharmacy relationships with our data-driven, omni-channel and empathetic patient engagement solutions to inspire lasting behavior change and empower the pharmacy of the future which sets patients, bio-pharmaceutical brands and pharmacies up for success.

Individualized Patient Engagement

Personalized, patient engagement drives improved medication adherence. Unfortunately, barriers like affordability, access, health literacy, cultural differences, and limited pharmacy and care options still exist which requires a more unique approach.

We elevate patient engagement by providing individualized patient experiences that help to remove the barriers of care. We pair this individualized approach with our data insights and innovative, patient-centric digital offerings that simplify the patient medication journey to empower better health.

We stand out



For more information, scan the QR code or visit medadvisorsolutions.com.



MedAdvisor Solutions™