

IQVIA Validates the Medisafe Digital Drug Companion as a Behavior-First Engine for Therapy Persistence

Utilizing JITI™ predictive AI and over a decade of real-world patient data, Medisafe transforms chronic non-adherence in hypertension, depression, and diabetes into long-term therapy persistence at a portfolio-wide scale.

Medisafe partnered with IQVIA on a retrospective cohort study to quantify the impact of its Digital Drug Companion (DDC) on therapy persistence across three high-burden therapeutic areas: **Hypertension (HTN)**, **Major Depressive Disorder (MDD)**, and **Diabetes Mellitus (DM)**.

Medisafe-engaged patients were matched against non-Medisafe controls prescribed the same medication between 2014 and 2017. Every patient entered the study was chronically non-adherent (Medication Possession Ratio below 0.8) and was matched on age, sex, geographic region, and pre/post-index duration. The result is a like-for-like test of behavior-first engagement on the patients' pharma struggles to reach.

69.3%

Average month-12 persistence for patients on the Medisafe Digital Drug Companion versus just 30% for matched controls. Two out of three chronic patients made persistent.

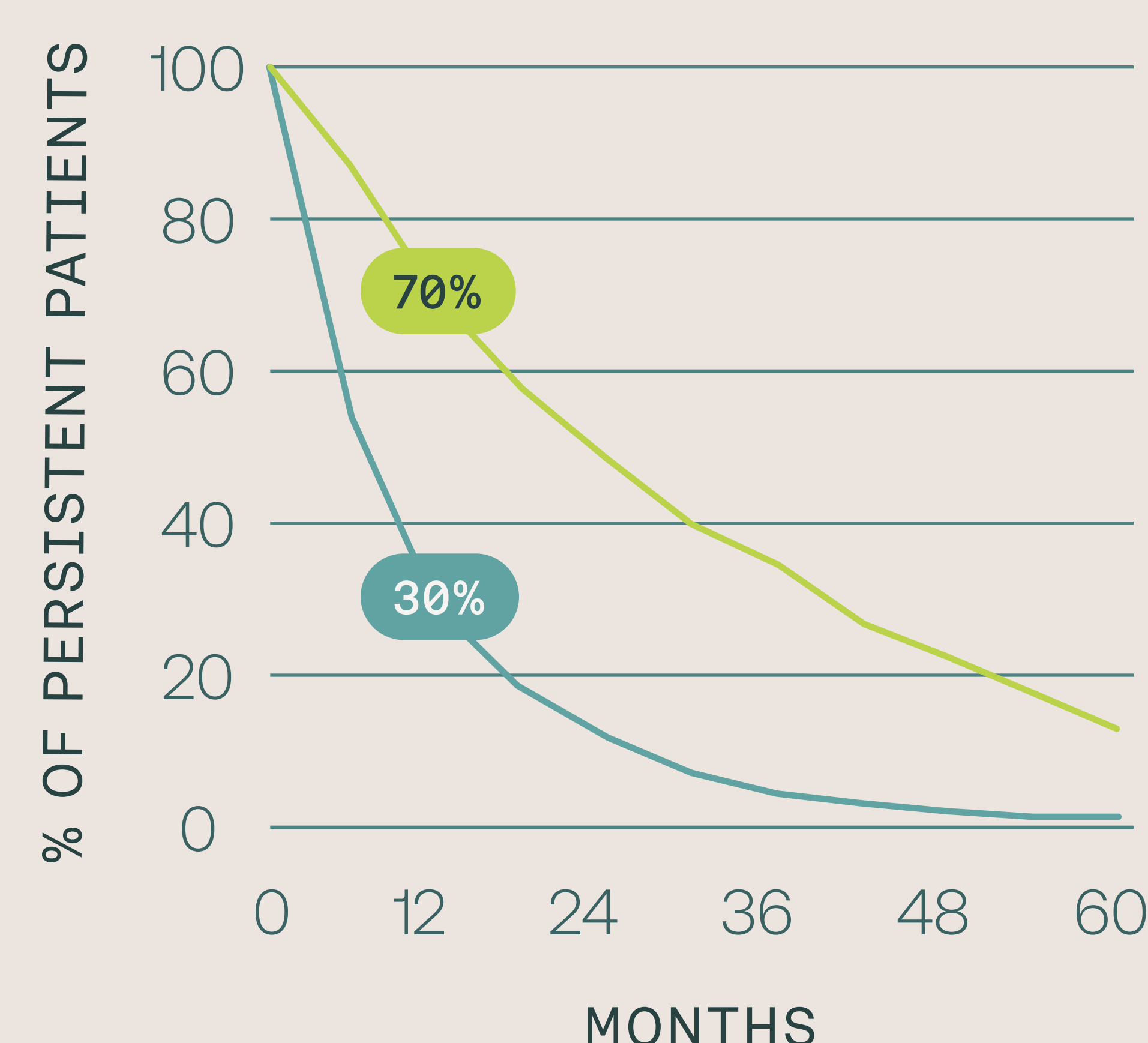
Behavior-Driven Persistence Improvements

% of Persistent Patients By Month

■ CONTROL
■ MEDISAFE PATIENTS

HYPERTENSION

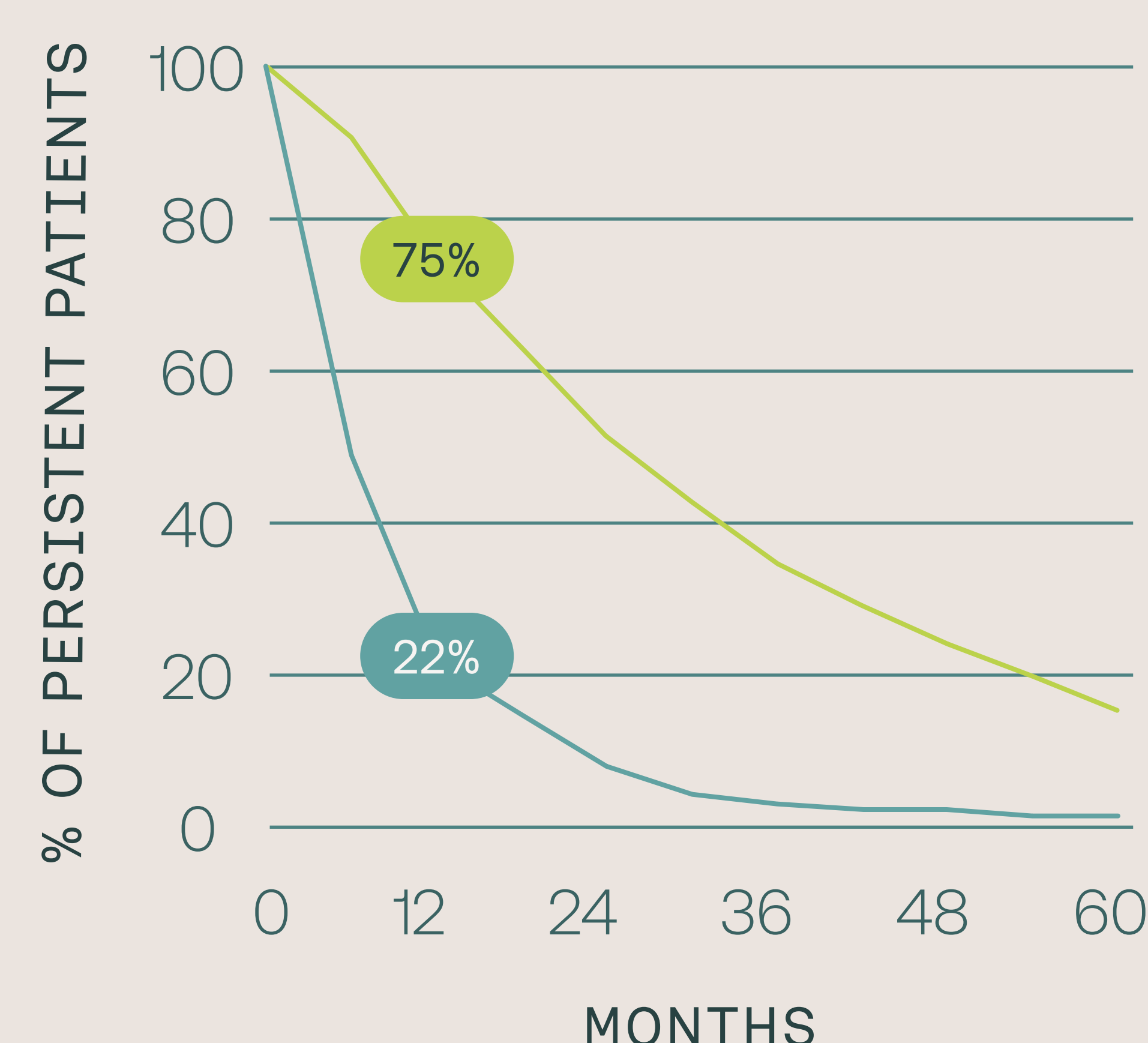
2.3X



70% of Medisafe patients remained persistent with therapy, compared to 30% of matched controls.

DEPRESSION

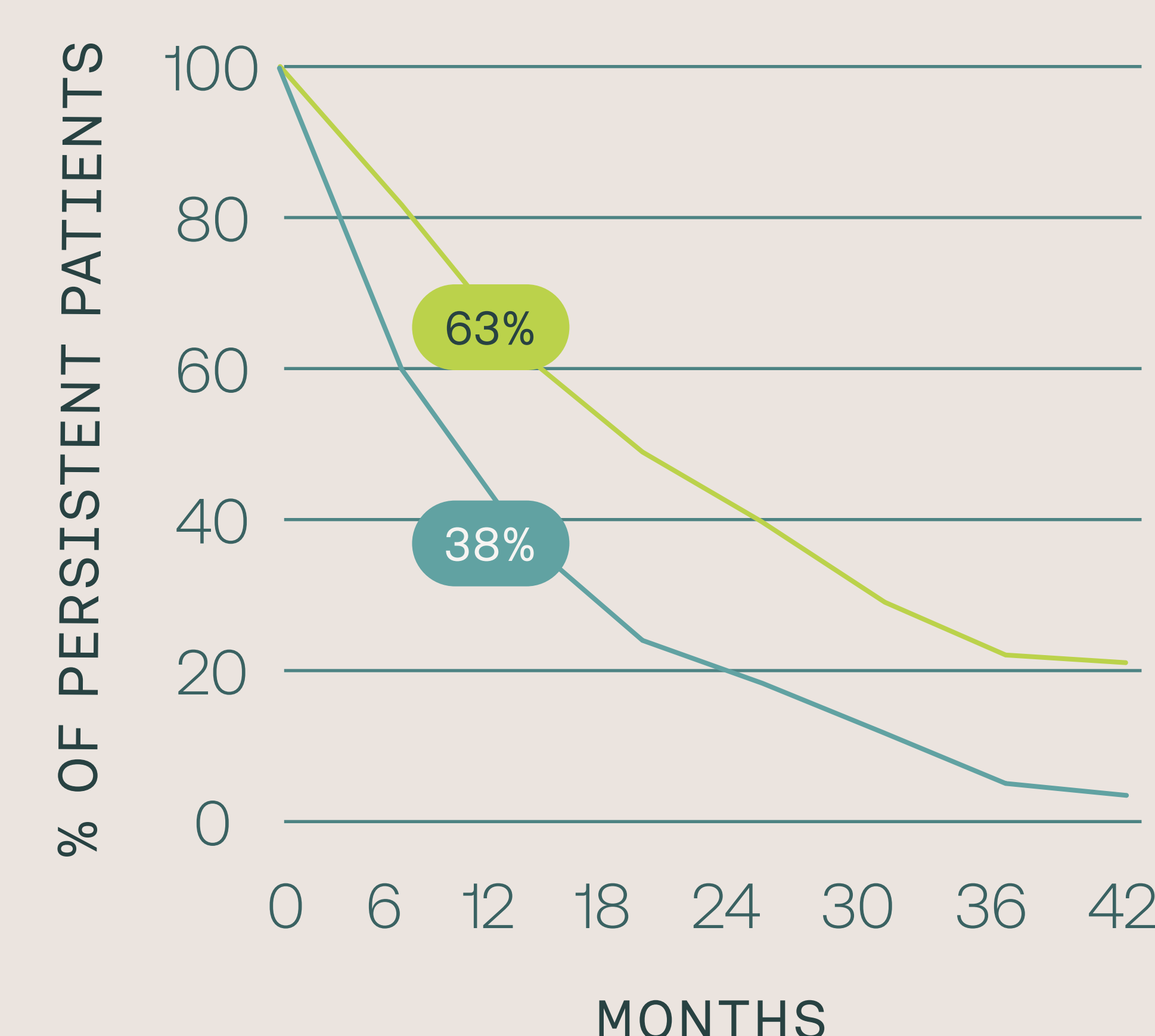
3.4X



75% of Medisafe patients remained persistent with therapy, compared to 22% of matched controls.

DIABETES

1.7X



63% of Medisafe patients remained persistent with therapy, compared to 38% of matched controls.

■

OUTCOMES & METHODOLOGY

Proof, Not Promises — At Portfolio Scale

Medisafe’s behavior-first engagement engine drove clinically and statistically significant improvements in therapy persistence, defined as therapy without a refill gap exceeding 60 days, across all therapeutic areas in the study.

2–3x

HIGHER THERAPY PERSISTENCE AT 12 MONTHS

Patients with hypertension and depression using Medisafe’s Digital Drug Companion were 2–3x more likely to stay on therapy through month 12 compared to matched controls.

6x

HIGHER THERAPY PERSISTENCE AT 24 MONTHS

By month 24, hypertension and depression patients using Medisafe’s Digital Drug Companion achieved persistence rates up to 6x higher than matched controls, demonstrating the long-term impact of sustained behavioral engagement.

Patients who actively engaged with Medisafe sustained stronger therapy persistence well beyond the initial refill period.

By delaying non-persistence, Medisafe helps brands extend both treatment continuity and long-term revenue opportunity.

Across therapeutic areas, the persistence gap continued to grow over time, reinforcing that sustained behavioral engagement delivers compounding impact.

The Medisafe Digital Drug Companion represents a behavior-first engagement engine that brands can standardize on: IQVIA-validated, JITI™-powered, and engineered for portfolio-wide deployment. By prioritizing behavioral infrastructure, pharma can improve persistence across chronic and underserved populations while converting engagement into measurable clinical and commercial outcomes.

Methodology

Utilizing anonymous linking, Medisafe DDC patients were matched against IQVIA’s longitudinal prescription claims (LRx) database. Controls were identified within the same LRx environment, utilizing identical medications and patient profiles without digital intervention, to establish a like-for-like behavioral benchmark.

PATIENT CRITERIA / ATTRITION

1. The study cohort comprised adult patients (18+) engaged via the Medisafe DDC with documented claims across relevant therapeutic areas between 2014 and 2017, ensuring data completeness for all longitudinal profiles.
2. Patients required ≥2 Rx fills pre-index and ≥3 Rx fills post-index to establish a real behavioral baseline and ensure longitudinal data integrity.
3. Every patient entered the study with established chronic non-adherence, defined as a pre-index Medication Possession Ratio (MPR) below 0.8.

FINAL PATIENT POPULATIONS

CONDITION	MEDISAFE	CONTROL
HYPERTENSION	1,173	1,552
DEPRESSION	2,360	3450
DIABETES	200	213

Ready to make your portfolio persistent?


[HTTPS://MEDISAFE.COM/REQUEST-A-DEMO](https://medisafe.com/request-a-demo)

The Medisafe Digital Drug Companion represents the behavior-first engagement engine brands can standardize upon — IQVIA-validated, JITI™-powered, and engineered for portfolio-wide deployment.