

Empowering Patients at Scale: Digital Engagement for Obesity Care

A digital-first approach to patient support

To address the anticipated high volume of patient recruitment and concerns around injectable therapy, IQVIA implemented a digital PSP for a large pharmaceutical.

Challenge: Scaling support and enhancing adherence






Key challenges included:

- Ensuring effective onboarding and education for injectable therapy
- Supporting adherence in a cost-effective, scalable way
- Capturing patient feedback and satisfaction



Solution: Digital enablement and personalized communication

IQVIA's digital PSP featured:

-  A self-registration portal for patients, enabling easy onboarding
-  Disease awareness and adherence email campaigns during the first three months of therapy
-  Trackable emails allow patients to rate content usefulness and provide feedback
-  An online patient satisfaction survey at the end of enrolment
-  Video content for injection training and clear instructions

Stakeholder coordination:

A focused team (Associate Director, Account Manager, Quality Manager, Operations Specialist, 5 Patient Support Coordinators) managed the program and ensured seamless delivery.

Key success factors



Access and affordability solutions: The digital format allowed for cost-effective, scalable support, ensuring all eligible patients could participate regardless of location or resource constraints



Personalized education, emotional and behavior support: Patients accessed a self-registration portal, received tailored email campaigns on disease awareness and adherence, and could rate the usefulness of content — ensuring education was relevant and engaging. The program included a patient satisfaction survey and motivational content, allowing patients to express concerns and receive affirmation throughout their journey



Treatment coordination and adherence support: Digital reminders, trackable emails, and a dedicated support team enabled timely interventions, adherence monitoring, and rapid response to patient needs



Caregiver and community engagement: While primarily digital, the program's feedback channels and educational content enabled patients to share information with family and connect with peers, fostering a sense of community

Impact: Scalable reach, high satisfaction

>1,275

patients
enrolled

>97%

positive
feedback
from patients

>10,500

emails sent to
support education
and adherence

Patients benefited from accessible, personalized support, leading to improved confidence and engagement with their therapy.

At IQVIA, we understand that obesity care is about more than numbers on a scale — it's about restoring confidence, dignity and long-term health. By combining evidence-based behavioral science with personalized, coordinated support, we empower patients to thrive and sustain long-term success.

Ready to transform obesity patient support?

IQVIA's Patient Engagement and Support team is here to help. Our global reach and deep therapeutic expertise ensure every program is both scalable and profoundly personal — both meeting patients where they are and helping them reach where they want to be. Contact us today to explore how we can support your portfolio.



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