Case Study

Enhancing Patient Engagement Through Personalized Digital Experiences

How patient organizations can create more meaningful patient connections through personalized digital engagement, education and support

Challenge

For patient organizations, meaningful engagement is central to fulfilling their mission. Organizations strive to educate, support and empower patients throughout their care, yet maintaining ongoing engagement can be challenging. Patients have diverse needs, varying levels of health literacy and different preferences for how they access information and support. Traditional outreach methods often rely on episodic interactions, making it difficult to create continuous, personalized experiences that keep patients informed and connected over time.

Solution

Digital engagement platforms offer patient organizations a new way to support their communities beyond traditional touchpoints. Through personalized education, self-management tools, symptom and treatment tracking, community insights, wellness resources and patient-reported feedback, organizations can deliver support that is relevant to where patients are in their stage of care. These digital experiences help patients manage diagnosis, treatment decisions, daily disease management and long-term health goals while enabling organizations to better understand the evolving needs of their communities.

IQVIA Patient and Provider Associations Solutions (PPAS) helps patient organizations overcome these engagement challenges with digital solutions that create more continuous, personalized and meaningful connections with their communities. IQVIA's Patient Experience (PX) Platform delivers these experiences through a configurable "digital companion" that promotes ongoing engagement, self-management and access to resources. By creating more frequent and meaningful interactions with the PX Platform, patient organizations can strengthen connections with their communities while gaining a deeper understanding of patient needs and experiences.



IQVIA creates meaningful connections through a configurable "digital companion" that promotes ongoing engagement, self-management and access to resources.

Real-world examples of patient engagement in action

Case study 1: Supporting medication adherence through a digital companion and nurse support program

A patient support program in Europe combined nurse support services with the PX Platform designed to help patients manage ongoing treatment for multiple sclerosis. The platform provided treatment-specific education, nurse-supported onboarding, medication and injection tracking, symptom monitoring, patient surveys and personalized content designed to help patients build confidence in managing their condition and staying on therapy.

The program demonstrated exceptionally high satisfaction and adoption levels, with more than 9,000 patients enrolled. Ninety-nine percent (99%) of patients reported satisfaction with the digital support experience, while 96% found the application to be valuable.

Nurses also reported positive impacts, with 100% agreeing the application improved treatment adherence and 87% indicating it enhanced management of their patients. These results illustrate the value of combining human support with digital engagement to help patients feel informed, supported and connected throughout their treatment.

Driving long-term engagement in a chronic disease community

Beyond supporting treatment adherence, the digital companion platform helped patients stay connected to trusted information, self-management tools and ongoing support between clinical visits. Personalized content, symptom and medication tracking, goal setting and patient feedback tools created a continuous experience that helped patients remain informed, engaged and connected throughout.

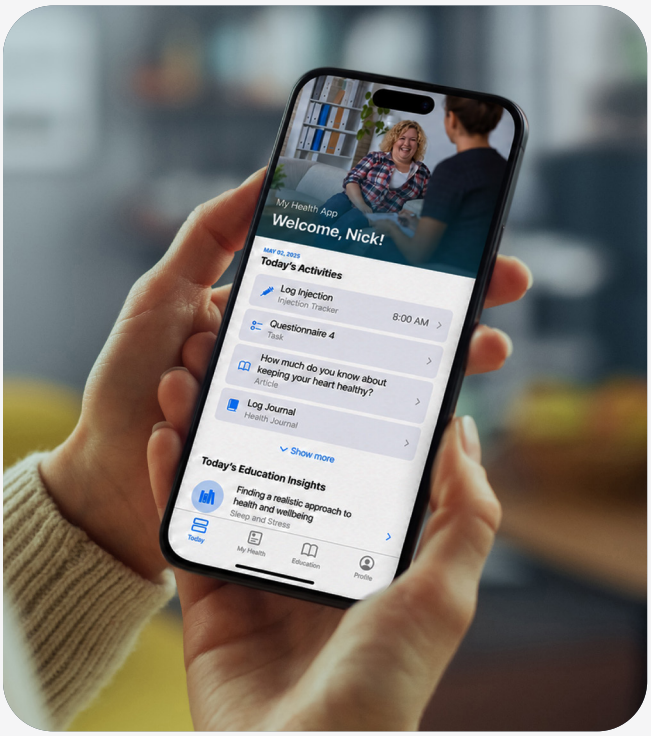
9,000+	Patients successfully enrolled
99%	Patients satisfied with digital experience
87%	Nurses reported enhanced management of patients
100%	Nurses indicated application improved treatment adherence

The program successfully enrolled more than 9,000 patients and achieved strong retention and engagement metrics. Nearly three-quarters of participants remained active weekly users, significantly exceeding typical industry engagement benchmarks. Patient satisfaction reached 99%, and 96% of patients reported that the content provided through the application was valuable, underscoring the importance of delivering personalized, relevant information that patients can access when and where they need it.

Case study 2: Encouraging healthier lifestyle behaviors through digital engagement

IQVIA engaged with a U.S.-based lifestyle management program to improve patient engagement while helping participants make informed health decisions. The program used the PX Platform to provide personalized educational content, patient-reported assessments and ongoing digital engagement tools designed to support behavioral change.

Participants reported strong levels of engagement and perceived value. Eighty-nine percent indicated they valued the application and wanted to continue using it, while 66% reported using insights from the platform during discussions with their healthcare providers. The program was also associated with positive behavior changes, including increased physical activity among participants over a four-week period.



Summary

Across these programs, the goal was to not just deploy technology but create experiences that patients found valuable, convenient and relevant to their daily lives. Whether supporting treatment adherence, providing disease-specific education or encouraging healthier lifestyles, personalized digital engagement helped strengthen patient connections and improve participation.

These examples illustrate how patient organizations can leverage the PX Platform to meet patients where they are, provide meaningful support between healthcare encounters and build stronger, more connected communities.

By helping patients make informed treatment decisions, build confidence in self-management, adopt healthier behaviors or stay connected to trusted information, resources and support across the continuum of care, personalized digital engagement enables patient advocacy organizations to strengthen relationships with communities and better support evolving patient needs.

Connect with IQVIA Patient and Provider Associations Solutions (PPAS) to discover how continuous patient engagement can generate richer longitudinal evidence and accelerate research. Reach out to the PPAS team at **PPA-Contact@iqvia.com** or **visit iqvia.com**.

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