



## Digital Health, Human Connection

Tech-enabled, telehealth solution to improve medication adherence, therapy initiation, and patient outcomes while delivering unique data-driven consumer insights to pharma companies.

### Medication Nonadherence: Spotlight on Chronic Illness

# 6 in 10

Americans live with at least one chronic condition

# 50%

Medication non-adherence rate for patients with chronic diseases

# 20-30%

of patients fail to fill their first prescription for medication

# \$250bn

Estimated revenue losses for Pharma companies due to non-adherence to medications for the treatment of chronic conditions

## What we do

Cecelia Health provides the virtual care, education, and data required to ensure that people understand the importance of taking their medications correctly and consistently, resulting in better health outcomes for patients, quicker prescription fills, and higher brand persistence for your medication.

## Multiple Chronic Conditions, One Solution

Individuals living with chronic conditions and related comorbidities require a holistic care management approach that fully explores and addresses all challenges and barriers to effective management. Cecelia Health has the expertise to offer chronic disease extensibility across a wide spectrum of conditions.



Cardiovascular



Diabetes



Respiratory



Behavioral

## Product Portfolio

### Remote Clinical Coaching

Long-term, one-on-one clinical coaching and omnichannel engagement from expert clinicians providing disease state education, lifestyle support, and accountability to ensure long term adherence.

### Remote Patient Monitoring

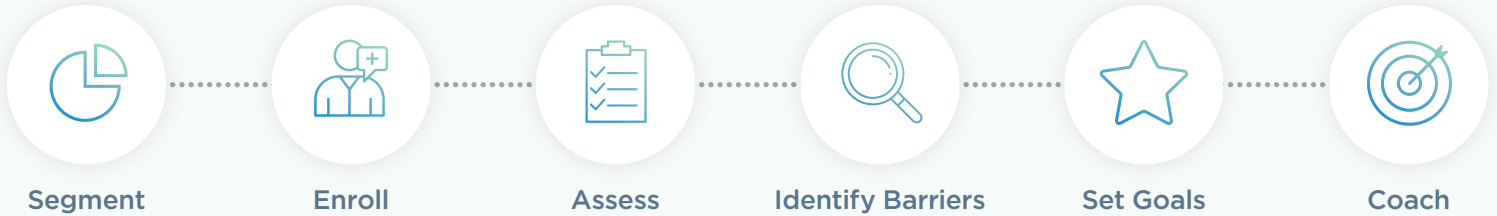
Connected device integration and physiological monitoring with interventions to ensure adherence and positive health outcomes

### Telemedicine

Complete treatment solution capable of seamlessly integrating with medical and pharmacy platforms to process, schedule, and facilitate telemedicine visits and prescription fills.



## Coaching Process



## How it works



### Expert Clinicians

Our model is built on recruiting, training, and enabling expert clinicians with extensive backgrounds in chronic disease management to build trust through human connections.



### Proactive Engagement

We utilize a proactive engagement approach to market our programs to drive strong participant engagement to ensure superior outcomes at scale.



### Data Driven Segmentation

Our model utilizes multiple data sources such as patient intake surveys, prescription data, and ongoing program data to stratify patient populations based on risk level.



### Omnichannel Program Experience

Our programs include a dynamic content cadence underpinned by our segmentation model to deliver the right touch at the right time.



### Device Integration

Our programs incorporate the use of smart scales, fitness monitors, and other connected devices. This empowers our expert clinicians with real-time data to provide tailored one-on-one coaching and recommend dosage and titration changes.

## Proven Results Above Industry Benchmarks:



# 46%

Enrollment Rate



# 10%

Average Initiation Lift



# 80%+

Medication Adherence after 12 months



# 6x

Return on Investment

Contact us today for more information.

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[www.ceceliahealth.com](http://www.ceceliahealth.com)