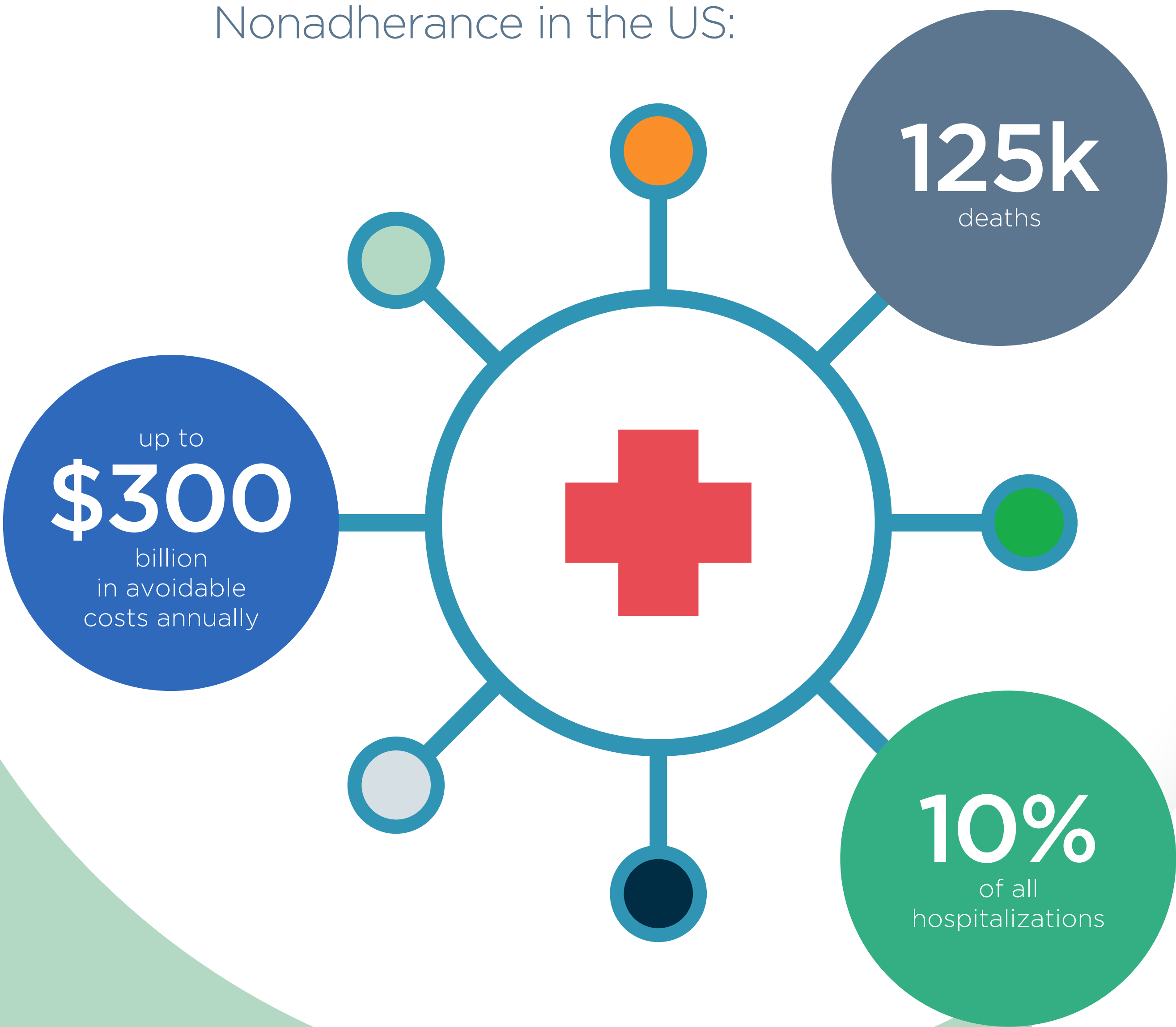


The Growing Impact of Medication Nonadherence



Significant consequences for the Healthcare System

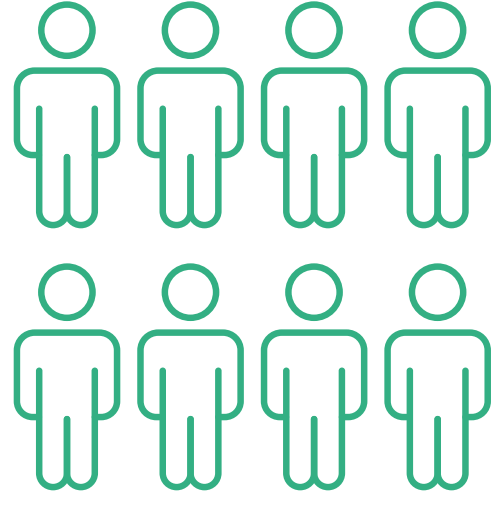
Consequences of Medication Nonadherence in the US:



50%
drop off medication within 1 year of initiation on a new therapy

Spotlight on: Chronic Illness

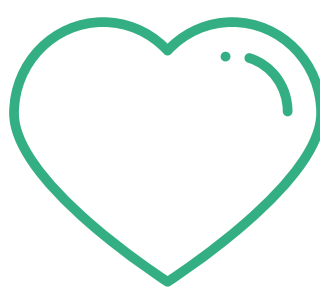
More than
133 million



Americans have a chronic disease, and medication adherence is critical for improving outcomes for conditions such as:



Diabetes



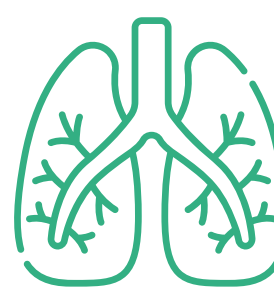
Cardiovascular Disease



Obesity



Behavioral Health



COPD

Missed Opportunity for Pharma



\$300bn
ANNUALLY

Why does this matter?

In a world where pharma is facing significant pressure to limit prices increases, medication adherence is a major opportunity.

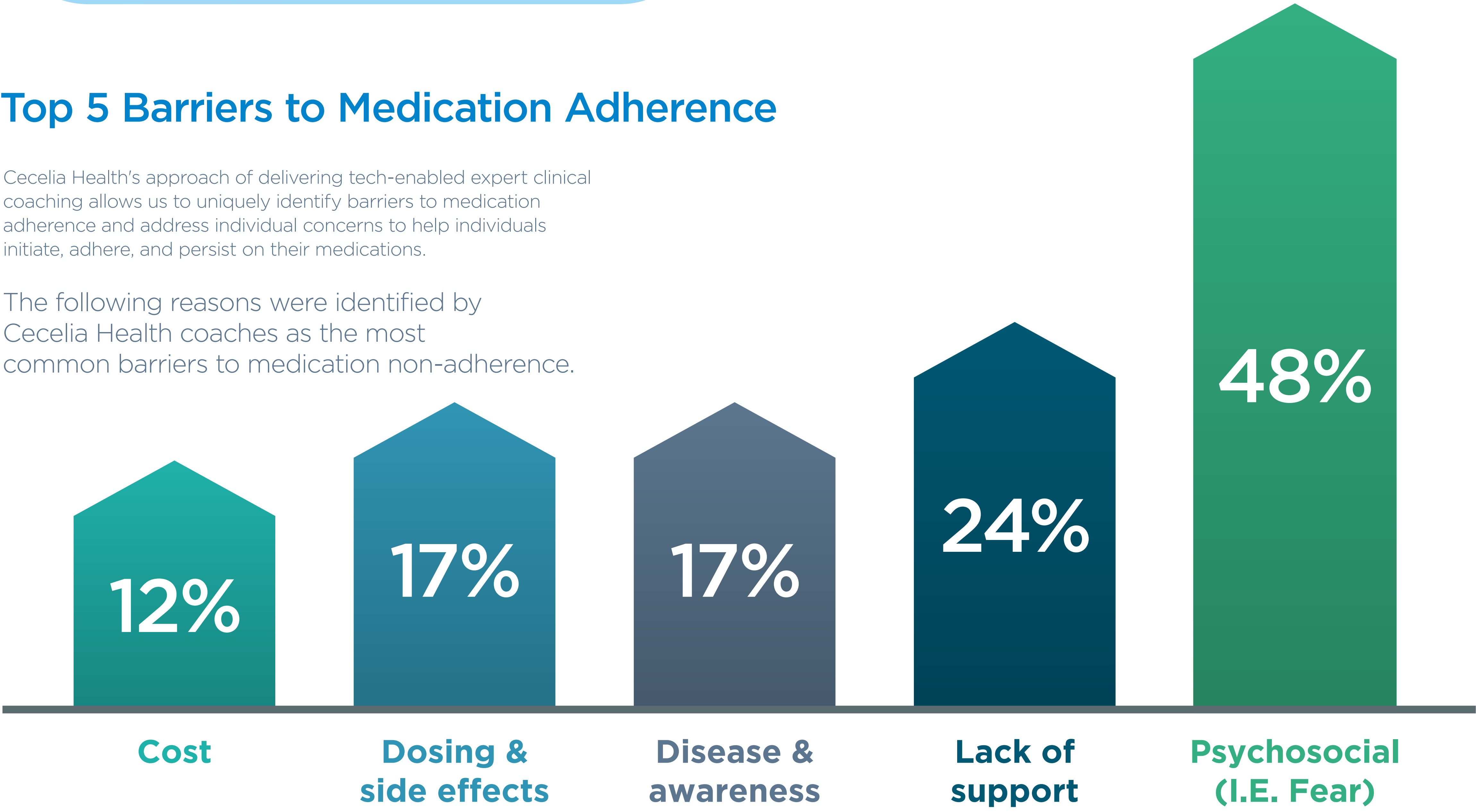
30%
fail to fill first prescription prescribed by their physician

However...
medication adherence is a challenge for people with chronic illness given complex financial, social, and behavioral factors.

Top 5 Barriers to Medication Adherence

Cecelia Health's approach of delivering tech-enabled expert clinical coaching allows us to uniquely identify barriers to medication adherence and address individual concerns to help individuals initiate, adhere, and persist on their medications.

The following reasons were identified by Cecelia Health coaches as the most common barriers to medication non-adherence.

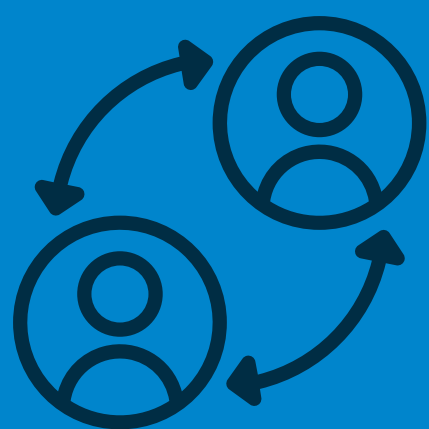


Our expert clinicians provide data-driven interventions and personalized education to effectively improve medication adherence for people with chronic illness.



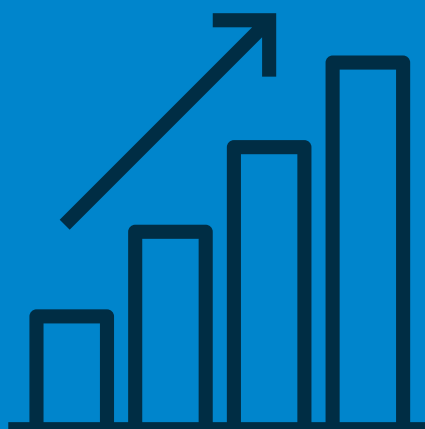
Cecelia Demonstrates Results Above Industry Benchmarks

Tech-enabled expert clinical coaching from a trusted advisor can overcome leading barriers to improve initiation, adherence, and persistency at scale:



45%

Patient Engagement



15%

Incremental Rx Fill Rate



75+%

Adherence 1-year post engagement with Cecelia Health



>3x

Return on Investment

Let the experts of Cecelia Health help. Contact us today for more information.

info@ceceliahealth.com
www.ceceliahealth.com