

SOLUTION BRIEF

Better Adherence, Bigger Impact: Pharmacy Solutions That Work



Medication non-adherence remains one of the most persistent and costly challenges for health plans, particularly within Medicare Part D. Members failing to take medications as prescribed face higher risks of hospitalization, worsening chronic conditions, and avoidable healthcare costs. For health plans, gaps in adherence can erode Medicare Star Ratings, reduce quality bonus payments, and negatively impact member satisfaction and retention. Strengthening Part D programs with effective adherence strategies is critical for improving health outcomes, lowering costs, and driving long-term plan performance.

Engagys Solution

Engagys partners with health plans to tackle these challenges head-on, reimagining pharmacy programs to achieve measurable results. We combine predictive analytics, behavioral science, and multi-channel outreach to identify at-risk members, address adherence barriers and other program goals, and deliver personalized interventions at scale. Our approach spans Medication Therapy Management (MTM), Retail-to-Mail (RTM) transitions, adherence programs, converting to biosimilars, navigating pharmacy disruption, and more, enabling plans to improve Part D performance while enhancing member satisfaction.

Results That Matter

Engagys pharmacy solutions consistently deliver measurable outcomes:

10X

lift in converting brand to generic using hyper-personalized outreach

60%

reduction in member abrasion and lowered costs through orchestration

100%

lift in medication adherence with personalized barrier breaking messages

\$1.5M

in identified savings in medication concordance/conversion to biosimilars

200%

increase in retail to mail enrollment using behavioral science

30+%

increase in engagement for adherence measure outreach by in-sourcing Part D programs from a national PBM

Engagys Pharmacy Services

Engagys helps health plans strengthen Part D performance and improve member outcomes through pharmacy programs designed for measurable adherence improvements and long-term engagement.



Audience Selection & Segmentation

Using predictive modeling and barrier analysis, we identify and segment members for optimal program success, prioritizing those whose engagement will have the greatest impact on targeted Star measures and overall plan performance.



Training

Engagys conducts agent training on behavioral science, adherence best practices, and engagement techniques. This ensures agents can effectively connect with members, address barriers, and drive action in every interaction.



Multi-Channel Campaign Strategy

We design and help execute scalable campaigns across IVR, email, SMS, and direct mail and integrate with marketing automation platforms (e.g., Salesforce) for efficiency. Coordinated multi-channel strategies improve reach, engagement, and ultimate program goals such as adherence.



Process Optimization

Engagys evaluates existing processes to identify “quick wins” in your messaging, processes, and data. When it aligns with the organization’s budget, staffing capacity and goals, Engagys helps transition key processes in-house to ensure long-term sustainability and operational efficiency.



Behavioral Science Messaging

Our communications leverage personalization, framing, and reciprocity to motivate action. For example, timing messages with refill schedules and using hyper-personalized barrier-breaking messages.



Continuous Improvement

Engagys tracks performance metrics, tests and refines messaging, and maintains feedback loops that optimize campaign effectiveness. Strategic insights on adherence barriers and member behavior guide each iteration, helping plans maximize Star Ratings, reduce avoidable costs, and improve member satisfaction.

Let’s Talk About Your Path to Pharmacy Success

Engagys specializes in transforming pharmacy initiatives for health plans, resulting in increased member satisfaction, improved health outcomes, and boosted Stars ratings. Contact us today to learn how we can help you maximize your pharmacy program results.

About Engagys

Engagys is the leading healthcare consumer engagement consulting and advisory firm. With decades of experience in healthcare, including having deployed hundreds of marketing and engagement projects, Engagys has driven significant improvement in consumer behavior change, resulting in lower costs, greater satisfaction, higher revenue, and improved health outcomes.

[Learn more about Engagys](#)

Contact Us



scan me