

Medication Adherence Segmentation

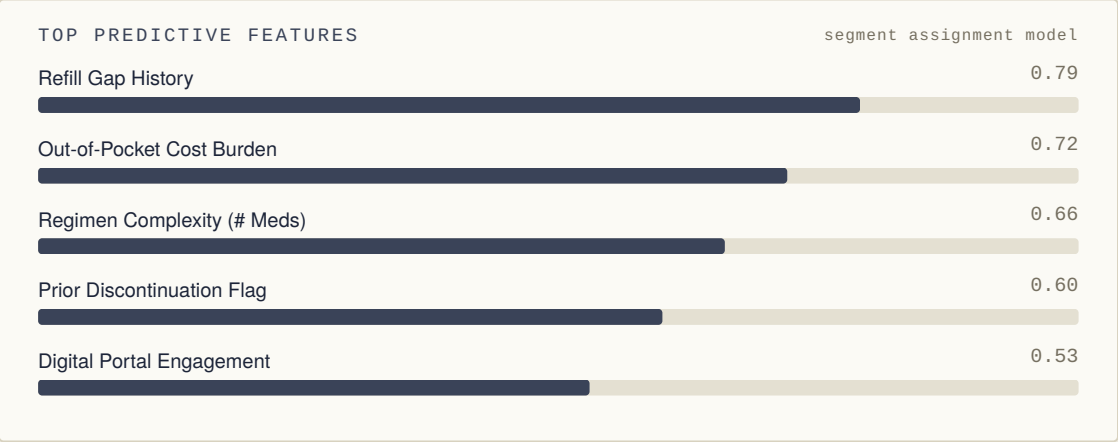
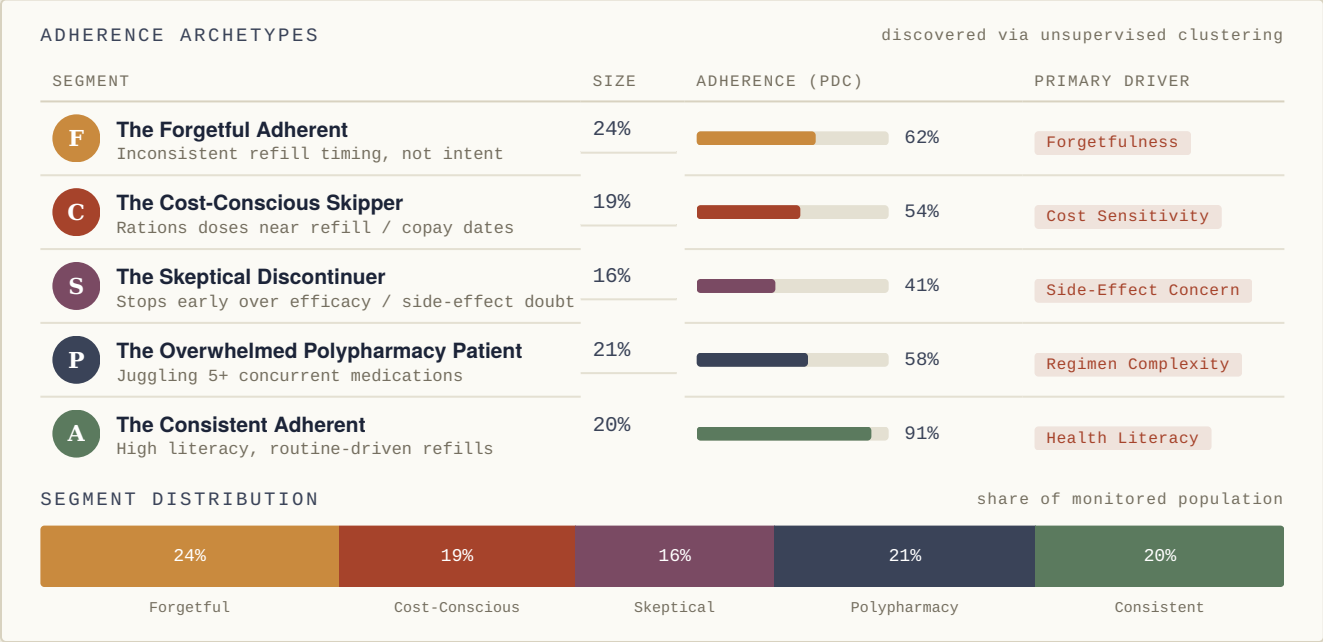
A combined supervised and unsupervised learning approach to segment patients by medication adherence patterns, replacing one-size-fits-all outreach with interventions matched to each patient's actual driver of non-adherence.

PATIENTS SEGMENTED128,400

ADHERENCE ARCHETYPES5

SEGMENT ASSIGNMENT ACCURACY88.6%

COST OF NON-ADHERENCE\$300B+ annually, US



FILTERS

THERAPEUTIC AREA

All Areas

POPULATION COHORT

Medicare Advantage

SORT SEGMENTS BY

Adherence Rate (Low → High)

SO WHAT

The Cost-Conscious Skipper and Polypharmacy segments respond to copay support and pill synchronization — not reminder apps, which move the needle for the Forgetful Adherent but do little for cost- or complexity-driven non-adherence.

01 — Personalized Engagement

Match the channel to the driver

Reminder nudges help the Forgetful Adherent, but copay support and dose simplification move the segments reminders can't reach.

02 — Patient Support Program Design

Route resources where they'll land

Pharma patient support programs can target nurse coaching and financial assistance at the segments most likely to benefit.

03 — Value-Based Care Impact

Prioritize scarce case-management capacity

Care teams can focus outreach on segments most likely to affect quality metrics and total cost of care.