



# OPTIMIZING THE MESSAGE TO HELP PATIENTS STAY HEALTHY

INTERACTIVE SERVICES  
CASE STUDY

Just because a doctor writes a prescription doesn't mean the patient will pick it up. That can be dangerous to someone's health, so a top U.S. pharmacy partnered with West to find ways to improve patient adherence to doctors' orders. A full year of champion-challenger testing resulted in an additional 8.8 million prescription refills, helping patients keep their treatment plan on track.

Testing allows businesses to discover if a promising "challenger" can defeat the current messaging "champion." It uncovers benefits, saves money and avoids risk by focusing on the entire messaging strategy — not just keeping lights on. West and the pharmacy performed about 50 champion-challenger tests over a full year, which increased revenue by **\$132 million**. Here are a few notable results:

**8.8M**  
additional  
prescriptions  
picked up

Exceeded  
prescription  
uplift goal  
by **35%**

**8.3K**  
hours of testing  
over 1 year



## TIMING THE MESSAGE

For three months, West sent order-ready calls and text reminders to patients at varying times of day. Testers identified the sweet spot when customers were most likely to answer, respond and collect their medications, leading to an uptick of **3 million** prescription pickups.

## FINE-TUNING THE FREQUENCY

Sometimes, patients just need another reminder that their prescription is ready. West specialists realized that the first and second outbound voice and text reminders were spaced too far apart, and the message slipped customers' minds. By adding one more reminder between the two, the pharmacy saw an uplift of **520,000** prescriptions.

## ACROSS CHANNELS

There are many reasons an SMS text message may fail to send. Whether there's a problem with the carrier or the number is just a landline, West specialists found a way to identify when the message fails and send an outbound voice call instead, which over the following year is expected to impact more than **162,000** patient transactions.

## ABOUT WEST

West delivers communication solutions that help brands create connected customer experiences. We have 30 years of experience strategically improving customer interaction, enhancing productivity and increasing profitability, with clients in healthcare, education, utilities and diverse commercial industries. West Interactive Services solutions include IVR & Self-Service, Proactive Notifications & Mobility, Cloud Contact Center and Professional Services. Experience Connected at [west.com/interactive](https://west.com/interactive).

