



Get on Track

MMA CASE STUDY

Campaign Summary

Approximately 52 million U.S. adults take anti-hypertensive medication, yet nearly 19 million of them still do not have their blood pressure under control. Novartis' "Get on Track" program was designed to help these people by providing them with a multi-channel environment to plan and track their blood-pressure-related activities. The mobile site for Get on Track contained tips and tracking tools as well as relevant information and reminders. The program also used a traditional website component and email messaging campaign.

Strategy and Execution

Designed to help patients manage their high blood pressure, Get on Track was based on two key user insights:

- (1) It takes five minutes to prioritize your health.
- (2) Seeing is believing.

The mobile site and digital site were interconnected so that information entered on one was also accessible on the other. The mobile site allowed users to quickly update their blood pressure readings, meals, etc., while on the go. This made it easy for patients to share their results with their doctors.

This system was the first harmonized digital environment to integrate patient data across devices using the Lifestar data engine. The Lifestar data engine maintained the individual records of each patient in a HIPPA-compliant encrypted environment and delivered targeted messaging based on predefined business rules.

Results

Ninety-seven percent of the people who started the program stuck with it. They also stayed on their medication an average of 31 percent longer than those not in the program.

Source

"Get on Track." 2012 MMA Smarties Submission Brand Awareness; Relationship Building/CRM. Brand: Hypertension Medication/Novartis. Lead Agency: The Marketing Arm.