

# Maximize Your Digital Health ROI

Remove Adoption Barriers, Address Brand Challenges, and Realize Return on Investment



# Introduction

In 2025, digital health adoption is no longer a novelty. Mobile apps, information technology software, wearable technologies, telehealth, and AI are just some of the digital health tools increasingly integrated into healthcare settings, with numerous benefits for healthcare delivery.<sup>1,2</sup> Every pharmaceutical organization should have a digital health strategy that meets patients where they are, reduces administrative burden for healthcare professionals, and maximizes safety and adherence within a streamlined brand approach.

However, despite the value of integrating digital health strategies into a cohesive brand plan that enhances patient engagement, adherence, and retention, many brands still face challenges with widespread adoption. Some of the key barriers include:<sup>3</sup>

- Reluctance among healthcare providers (HCPs)
- Uncertainty about which tools to leverage
- Concerns about return on investment

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## In this playbook, we'll share:



How to bridge the digital health gap between HCPs and patients



How to leverage the “right” digital health tools in your brand strategy to address common patient engagement challenges



How to build a strong launch and maintenance plan to maximize your investment

# Addressing Barriers

## Healthcare Providers: From Gatekeepers to Champions

Although the benefits of digital health tools are extensive – such as improving access, reducing costs, reducing inefficiencies, and personalizing medicine – barriers to widespread adoption persist.<sup>2,3</sup> While healthcare providers stand to save hours in administrative tasks while simultaneously enhancing patient safety, a significant gap remains between the enthusiasm for digital health tools among HCPs and patients.<sup>3</sup>

Patients have come to rely on technology as a personalized source of empowerment and self-management in their healthcare experience.<sup>4</sup> In a recent study on patient digital media usage and its impact on the physician-patient relationship, patients viewed their physician's lack of guidance around digital platforms containing disease-specific, evidence-based information as a shortcoming. Additionally, there was a perceived missed opportunity for shared health-related decision-making on topics such as treatment routes and recommended lifestyle changes.<sup>5</sup>

Generally, compared to HCPs, patients have shown greater openness to digital health solutions, especially those prioritizing convenience and direct involvement in managing their health. The widespread use of mobile health apps and wearable devices has empowered patients to take more active roles in tracking their health metrics. In addition to their personal motivation to use digital health tools, research suggests patients also want to learn more about these tools from their HCPs.<sup>5</sup> For example:

- **45%** of patients would like their physician to recommend health-related websites
- **68%** want to be more involved in health-related decisions
- **44%** seek additional online information due to insufficient health information from their physician<sup>5</sup>



When it comes to HCPs, slower digital health adoption rates have been widely attributed to:<sup>3</sup>

- Perceived high implementation costs
- Lack of reimbursement
- Concerns about interoperability with existing systems
- Need for mentoring, education, and technical support

Furthermore, at RxPx, we commonly hear from HCPs that the abundance of digital tools promising to make their lives easier can actually leave them with decision fatigue and skepticism around the actual value.

The gap in digital health tool adoption between patients and HCPs poses a significant challenge to seamless and effective healthcare delivery. When patients embrace technology but lack guidance from their providers, they may turn to unregulated online sources, increasing their exposure to misinformation. This disconnect not only weakens the patient-HCP relationship, but also undermines opportunities for shared decision-making, treatment adherence, and overall health outcomes. Bridging this gap requires proactive efforts to equip HCPs with the necessary education, support, and confidence to integrate digital health solutions effectively into their practice.



### **The good news...**

We also hear that **HCPs are, in fact, keen to recommend digital health tools to patients when the value proposition of the program is high and will clearly support patients while improving health outcomes.** As a new generation of digitally-savvy HCPs step into the forefront, pharmaceutical brands may start to see a higher demand for digital tools that support their daily administration tasks and maximize opportunities for increased safety and adherence.

In a recent survey, 70% of HCP respondents said that pharmaceutical representatives do not have a complete understanding of their actual needs, and tend to offer solutions that don't demonstrate value. Interestingly, 62% of healthcare providers said that pharmaceutical brands can offer improved value by stepping away from a one-size-fits-all approach and investing "in greater personalization at scale and (building) better content development and operations capabilities."<sup>6</sup>



## The question becomes:

**How can pharmaceutical brands meet the value-based needs of individual HCPs at scale while bridging the gap between HCP and patient adoption of digital health tools designed to increase engagement, personalization, safety, and adherence?**

1.

### **Design and Build with Healthcare Providers for Healthcare Providers**

As with any technological solution or product, it is critical to consider the end user from the conception stages through design, testing, quality assurance, and development. Bringing stakeholders in at the early stages to help define what specific challenges need to be addressed with a technology solution can help validate your investment, approach, and process.

At RxPx, for example, our HCP platform was built and designed in collaboration with our co-founders – world-renowned neurological doctors – who were frustrated with the administrative burden around patient enrollment and safety monitoring. Our solution has now been adopted and championed by healthcare providers worldwide.

***“For every 3 minutes it takes to enroll a patient, it saves 3 hours”***  
– HCP using RxPx platform (Multiple Sclerosis)

Engage with HCPs and Key Opinion Leaders (KOLs) to ensure digital health tools deliver real value. Conduct surveys, design workshops, and incorporate feedback to drive adoption and build program champions.

2.

### **Provide Adequate Training and Support**

One of the most significant barriers to digital health adoption among HCPs is a lack of training and technical support.<sup>3</sup> To maximize adoption, implement a well-structured onboarding strategy that accounts for all stakeholders within an HCP’s practice. Tailor training plans for different roles – for example, a nurse may need a different approach than administrative staff.

Be wary of the potential range of digital literacy levels among clinical employees and ensure your onboarding strategy can accommodate different levels of comfort with technology. Assuming individuals are at the same proficiency level can cause alienation and frustration, resulting in a lack of adoption and product usage. Offer product demos, training manuals, and ongoing opportunities for support.

### 3.

## Demonstrate the Value

Overcoming adoption challenges starts with demonstrating the value of your solution from the outset. Show HCPs how your digital health tool will streamline their workflow, reduce administrative burdens, and, most importantly, enhance patient safety and engagement. At RxPx, we've seen firsthand how HCPs become strong advocates for digital solutions once they recognize their direct impact on patient safety.

For example, with over 500,000 labs monitored in the United States alone, RxPx is helping HCPs and brands save lives through scalable, combined human-technology initiatives. At the heart of our lab monitoring technology and digital patient programs, now used in over 120 countries, is a core team of dedicated nurses committed to connecting with patients to ensure safety and optimal therapy outcomes.

Beyond improving patient safety, these solutions also alleviate the administrative burden on HCPs, allowing them to focus more on patient care.

***“One instance stands out to me that happened in the evening. Clinic hours usually end at 5:00 pm, but I was still online at 6:30 pm and saw a low result of three come in. I didn't want to wait until the next day to act on it. I texted the HCP and he responded immediately even though it was after hours. He was grateful for the extra set of eyes on the lab results and immediately sent the patient to the ER.”*** – Michelle, RxPx Nurse

Even with these clear benefits for healthcare providers and patients, demonstrating value upfront remains crucial to driving adoption. Understanding an HCP's priorities and showing how your solution meets their specific needs is key to ensuring long-term engagement.

*“Very interesting, lots of information, medication monitoring and so much more. THANK YOU SO MUCH. This is the first place I consult when I wake up, you are my daily routine” - Oncology Patient, RxPx Platform*

## 4.

### Streamline The Solution

While patients have become more comfortable and empowered to seek out healthcare information on their own, studies show that HCPs remain one of the most trusted sources for health recommendations and information.<sup>7</sup> As such, gaining HCP support is a crucial element of any digital health patient engagement plan.

At RxPx, we've observed the highest patient adoption rates when our patient platform is recommended directly by a trusted healthcare provider. Bridging the gap between HCP and patient adoption of digital health tools is essential to fully realizing the benefits of these technologies.

To facilitate this, our HCP platform allows doctors to seamlessly recommend the patient support platform with a single click. The patient then receives an email with an easy-access link, making the transition to digital support effortless.

When sourcing your digital health strategy, consider technology partners that address both HCP and patient needs within a unified, branded solution. This approach simplifies implementation, ensures brand consistency, streamlines data management, and ultimately enhances care delivery across all stakeholders.

Multi-language support

Patented AI/ML technology

Available across 127 countries

# Using Digital Health Tools to Address Challenges with Patient Engagement

Patient engagement challenges are becoming more difficult to solve without the support of digital health initiatives.<sup>8,9</sup> As we connect with potential partners, we frequently hear concerns such as:

- “We’re not doing a good job meeting our patients where they are.”
- “We need to do a better job of retention.”
- “Patients aren’t starting or staying on therapy due to side effects.”

**Do any of these concerns sound familiar?** Understanding exactly how digital health solutions can address these barriers is an excellent first step toward ensuring investment success. Let’s unpack some of these challenges and explore a few potential solutions.



**Concern:**

*“We’re not doing a good job meeting our patients where they are.”*

**Solution:**

- **Identify gaps and barriers:** Start by conducting a comprehensive assessment of the challenges your patients face in accessing care and evidence-based health information. What specific barriers exist, and how can a digital health tool bridge these gaps – not just for a broad demographic but within each patient’s unique healthcare journey?
- **Ensure your solution is scalable and personalizable:** Meeting patients where they are in the digital age requires more than just adopting a digital patient engagement initiative. It demands a scalable approach to personalization. A well-designed digital solution can help unlock the ability to predict health outcomes, prevent issues before they escalate, and manage conditions more effectively. Personalization can support the change from a reactive to a proactive approach to healthcare.

Data-driven insights and AI can help tailor the patient experience in meaningful ways. For example, product developments from RxPx allow patients to indicate how and when they learn best, delivering educational content in their preferred format – written, audio, or video – at the right time to optimize engagement.

- **Incorporate social support:** A digital-driven approach combined with a human touch can significantly enhance patient engagement. At RxPx, patients have access to both an AI-buddy and a live Community Manager, as well as a community of other patients within the patient platform. This blend of AI and human interaction fosters deeper connections, ensuring patients feel supported throughout their healthcare journey.



**Concern:**

***“We need to do a better job of retention.”***

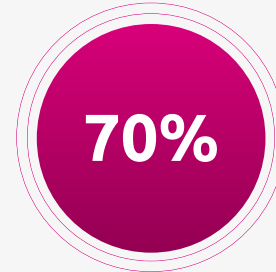
**Solution:**

Patient digital platforms designed to provide a more empowering and personalized experience can increase retention by strategically using tailored content, medication and treatment reminders, and resources that align with individual treatment plans. The use of patient communities within digital platforms has also demonstrated an increase in brand loyalty and adherence.

In RxPx’s case study “Transforming oncology care, improving adherence and increasing patient engagement with technology-driven patient communities,” 80% of polled patients indicated that they no longer struggled with taking their medication each day, and 70% of patients regularly engaged with the digital platform for more than one year, compared to the 18% industry standard.



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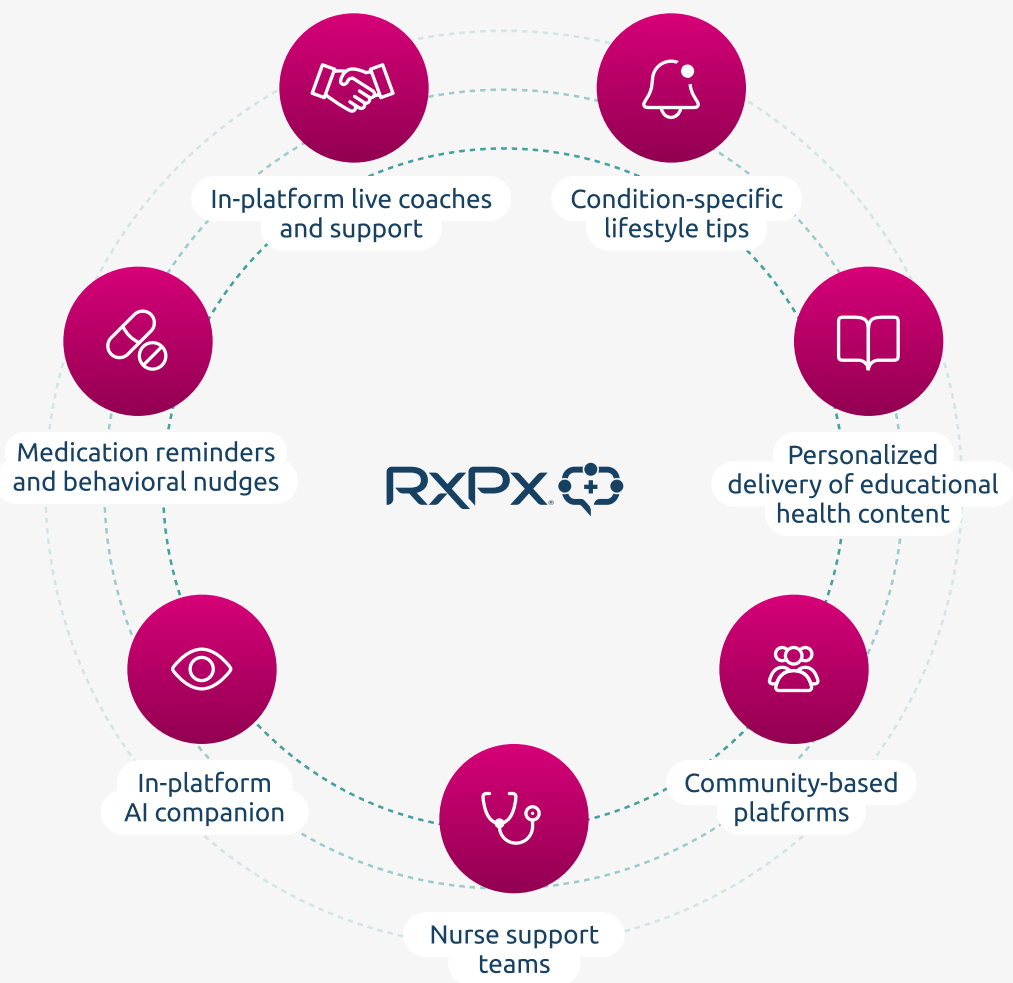


70% of patients regularly engaged with the digital platform for more than one year, compared to the 18% industry standard

Beyond the digital platform, RxPx’s team of dedicated nurses provides ongoing, personalized patient support through phone calls and regular touchpoints, building lasting patient relationships. This combination of digital health strategies with a human touch enables scalable personalization that helps patients stay engaged and adhere to their therapies.

It is important to look for a digital patient platform that can integrate medication adherence tools and flag patients who might be at risk of discontinuing treatment for **improved adherence monitoring**. Proactive interventions, such as follow-ups or adjustments in therapy, can be facilitated through these insights. To address safety concerns, RxPx integrates clinical monitoring and proactive risk management tools, enabling healthcare providers to track patient progress and promptly intervene if side effects arise.

By combining education, community support, and advanced clinical tools, digital platforms can help patients feel confident and supported throughout their therapy journey—ultimately enhancing retention.



**Concern:**

***“Patients aren’t starting or staying on therapy due to side effects.”***

**Solution:**

A strong digital health solution should provide comprehensive patient education to help individuals understand both the benefits and potential risks of their prescribed treatment. Patients who feel informed are more likely to make empowered decisions about their care.

Addressing fears through education and community support is also critical. Patients need resources to manage side effects and real-time access to HCPs or peer groups for reassurance and shared experiences.

For example, RxPx partnered with a global pharmaceutical brand in the rare disease space, where treatment was designed to alleviate painful and physiologically damaging symptoms rather than provide a cure. Many patients hesitated to start or remain on infusion therapy, feeling frustrated that it wasn’t a definitive solution.

In response to this, RxPx developed a patient ambassador program that drove engagement through...

- Live events featuring patient stories and Q&As
- Therapy-focused educational content created by patients for patients
- Support-based discussions and peer-led groups within the patient platform

In addition to peer support, the platform also provided tailored content programs for every stage of the patient journey, including education and support for starting and adhering to therapy. It also featured tools like side effect trackers, pain crisis management, mental health monitoring, a live Community Manager, and a comprehensive library of lifestyle resources.

Over 6,000 patients engaged with the platform, with 79% staying engaged beyond a 90-day period and participating in up to five programs about the importance of starting and staying on therapy.

By combining education, community support, and cutting-edge clinical tools, patients can feel confident and supported as they embark on their therapy journey.

## Reshaping Patient Centricity with Digital Tools

To remain agile and well-positioned to adopt new engagement tools, pharmaceutical companies must rethink their operating models and shift toward cross-functional, patient-centered approaches. Using real-world evidence (RWE) is a key enabler of this transformation, as it bridges the gap between data and patient experiences, providing actionable insights that enhance patient care and support.

RWE goes beyond traditional real-world data (RWD) by uncovering the ‘why’ behind patient behaviors, such as medication adherence or challenges faced during treatment. This evidence empowers pharmaceutical companies to design more effective patient support programs, personalize interventions, and improve health outcomes.

As highlighted by [McKinsey](#), adopting a platform-based operating model and integrating digital and analytics across every stage – from medication development to patient engagement – drives business outcomes and improves speed, satisfaction, and return on investment (ROI). Leveraging RWE in this framework also enhances decision-making and enables companies to deliver personalized, patient-centered care at scale.<sup>10</sup>

Investing in DataOps and Artificial Intelligence (AI)/Machine Learning (ML) platforms and building strategic partnerships with digital health innovators further ensures scalability, seamless integration of RWE insights, and successful digital transformation. By strategically investing in digital health initiatives, pharmaceutical companies are better positioned to strengthen patient engagement and personalization, ease administrative burdens for healthcare providers, enhance safety, build long-lasting brand loyalty, meet patients where they are, and ensure a strong return on investment for years to come.



# Maximizing Investment and Ensuring Success

## Key Elements to Consider:

From the examples above, it's clear that the right digital patient engagement solution can drive higher engagement, improve adherence, strengthen retention, and enhance long-term brand loyalty. However, the chosen path, vendor, or solution is only one part of ensuring your digital patient engagement strategy is a success in 2025.

To truly maximize the ROI of your investment, a strategic launch plan and ongoing success initiatives must be built into your approach. A well-executed implementation ensures sustained engagement, measurable impact, and long-term success in your 2025 digital health strategy.

### Strong Launch Strategy and Ongoing Success

Here are **four key aspects** to consider while developing and executing your platform or program plans:

1.

#### Identify Target Audiences

A robust launch strategy begins with identifying the target audiences who may benefit most from digital health solutions. These audiences include patients, HCPs, and caregivers who play critical roles in patient health management. By segmenting these groups based on needs and preferences, pharmaceutical companies can tailor their marketing and communication efforts to ensure their solutions resonate across the ecosystem. As an example, and as mentioned in Section One, HCPs are traditionally slower to adopt new digital technologies. Materials and tactics designed to build awareness amongst patients should be reconsidered in the context of educating HCPs and their clinical teams about the benefits of your digital solution. Consider a more tactical approach when building awareness campaigns for healthcare providers, such as product demos or interactive detailers.



## 2.

### **Use Platforms and Partnerships for Scalability and Outreach**

Scalable digital health platforms enable pharmaceutical companies to reach a broader audience while maintaining personalized engagement. Collaborating with established technology platforms and leveraging partnerships with healthcare providers and digital health innovators allows pharmaceutical companies to expand their reach. An [Accenture report](#) reveals that **66%** of health organizations are taking steps to engage in digital ecosystems. Patients will increasingly demand real-time connectivity and instant access to care. To meet these expectations, companies must establish digital health communities that enable continuous, data-driven engagement and deliver healthcare where and when patients need it.

## 3.

### **Leveraging Partnerships and Ecosystems for Digital Health Success**

No single entity can provide all the solutions in today's complex healthcare environment. Pharmaceutical companies must collaborate with technology providers, healthcare organizations, and patient advocacy groups to build strong digital health ecosystems. Partnerships amplify the reach of digital health tools and enable companies to offer a more comprehensive suite of services. [Accenture's](#) research highlights that **90% of health executives** believe adopting a platform-based business model is essential for future growth.<sup>11</sup> These partnerships drive the scalability required to support long-term success in a digitally connected health environment.

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#### **When building partnerships, it's essential to:**

1. Select partners who share your vision and values.
2. Focus on integrating technology platforms that are secure, interoperable, and patient-centric.
3. Prioritize data security and privacy to maintain patient trust, as digital ecosystems rely on the seamless exchange of sensitive health information.

By leveraging partnerships, pharmaceutical companies can offer patients a holistic care experience. Collaboration with tech providers can drive innovations like remote monitoring, predictive analytics, and personalized care plans, making healthcare more proactive and personalized.

# 4.

## Maintenance for Competitive Relevance and Value

Digital patient engagement platforms can not be a “one-and-done” initiative. A patient engagement platform – especially one that incorporates a peer-to-peer community and social features combined with health literacy content – requires ongoing strategy, maintenance, and checks and balances to maintain relevance and patient value. Due to the rapidly evolving nature of digital trends, it is critical to incorporate plans that guarantee your platform remains updated and maintains its integrity against ongoing technological advancements.



# The Road Ahead: Preparing for 2025 and Beyond

To thrive in the digital healthcare landscape of 2025 and beyond, pharmaceutical companies must remain agile and continuously invest in cutting-edge digital technologies.

## Focus Areas:

- **Healthcare Provider Engagement:** A strong digital patient engagement plan often starts with the healthcare provider. Identify the value-add for HCPs as a starting point for digital health solution success.
- **Investment in New Technologies:** Ongoing investment in AI and machine learning will be critical for analyzing large amounts of patient data and predicting health trends.
- **Expansion of Mobile Tools and Digital Platforms:** As patients demand greater access to healthcare on the go, mobile tools and digital platform features like telehealth, remote monitoring, and instant communication with healthcare providers will continue to be indispensable.
- **Departmental and Partner Collaboration:** Continuing the momentum of cross-departmental collaboration and partnerships will allow pharmaceutical companies to adapt quickly and efficiently to market changes.

### We expect several key trends in digital health to dominate the next few years:

**AI and Predictive Analytics:** These tools will enable more precise and personalized healthcare, predicting disease progression and tailoring treatments in real-time.

**Remote Monitoring and Telemedicine:** These offerings will expand rapidly, allowing patients to receive care outside traditional settings, further integrating digital health into everyday life.

**Digital Ecosystems and Community-Based Support:** Comprehensive digital ecosystems will become increasingly prominent, providing patients seamless access to interconnected health tools, resources, and community-based support networks.

# RxPx's Role in Ensuring the Success of Digital Health Investments in 2025

For healthcare organizations, engaging patients as empowered individuals – no longer passive recipients of care but active, selective participants in their own health journeys – is no longer optional; it is imperative.<sup>12</sup> Those who embrace this shift will position themselves as industry leaders, while those who resist risk becoming obsolete.

RxPx is strategically positioned to help pharmaceutical companies maximize the potential of their digital health investments. Through patient-centric tools and fostering collaboration between healthcare providers, RxPx enables organizations to create a seamless and personalized healthcare experience. The key to success in 2025 and beyond is the integration of digital platforms that are not only scalable, secure, and interoperable but also provide real-time insights into patient behavior and outcomes.

By partnering with RxPx, companies can build robust digital ecosystems, leverage real-time insights, and ensure patient engagement – delivering improved outcomes and securing a competitive edge in 2025 and beyond.

**Contact us today to learn how we can support your goals in 2025.**



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and our safety, adherence  
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