



## CASE STUDY

# Appointment system helps HIV patients keep their treatment appointments

### The Challenge

- Although there's still no cure for HIV, effective drug treatments mean that most people with the disease can live relatively normal, healthy lives.
- Our client, a multinational pharma company, wanted to improve patient adherence for its HIV treatment in Spain. Their intravenous drug has to be administered in hospital, initially every two months and then once a month on an ongoing basis. However, if a patient misses their appointment by seven days, they have to switch to daily oral medicine for a month before going back to intravenous administration.
- To help patients and their doctors schedule and keep these vital appointments, the client asked Inizio Engage for support.

### Our Approach

- Working with our trusted tech partner, we delivered an appointment scheduling system for doctors to enroll their patients and schedule all appointments for the year ahead. Patients, and nominated carers or other contacts, then receive email and text message reminders in the weeks and days leading up to the treatment.
- The easy-to-use system is backed by an Inizio Engage-run call centre that provides doctors with any support they need and enables patients to give their consent.
- After a successful launch, the client asked us to set up the same initiative for the Italian market. As well as the call centre, we also launched a field team to communicate the benefits to doctors, encouraging sign-up and supporting onboarding.
- Since then, we've gone on to adapt and introduce the system, along with a multilingual call centre, in 7 countries, including Germany, Canada, USA, Chile, and Argentina. This is part of a global study into how technology could help patient adherence in other parts of the world.

### The Outcome

- The initial appointment system launched at the end of January 2023, with the first patient enrolled within 24 hours.
- In the first year, the patient-support service onboarded 36 clinics, 65 doctors, and over 250 patients. Significantly, there have been no patient drop-offs.

**250+**

**patient signed up**

**0%**

**patient drop-off**

**1000+**

**completed  
appointments**

**800+**

**scheduled  
appointments**