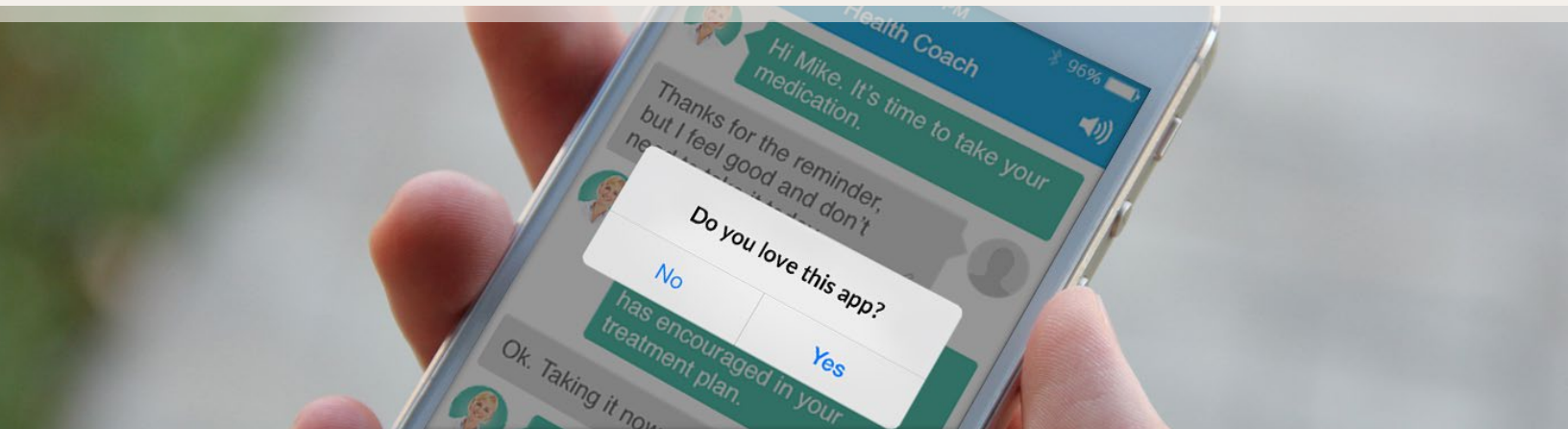




## Better Customer Insights Help Pharmaceutical Company Increase 5-Star App Store Ratings and Boost Patient LTV



An international pharmaceutical company was looking for a more hands-on way to support patients throughout their therapy experience. The company decided to build a mobile app to help manage a treatment schedule for patients, along with medication and refill reminders to help make their lives easier, and increase patient lifetime value (LTV).

After launching the app on iOS and Android and receiving negative app store feedback due to complicated user flows, the company decided to replace and improve their mobile app. They elected to work with [Next IT Healthcare](#)—a cognitive technology company focused on delivering AI-powered patient engagement solutions—to provide patients with a digital coach that builds a relationship with them via an intelligent conversational user interface. In this case, the digital health coach was primarily focused on improving medication adherence.

With the help of Next IT Healthcare, the company saw increases in app usage and other signs that the updates had been well-received. The negative app store ratings and reviews stopped, but rather than being replaced by positive ones, the company saw most users chose not to rate or review at all.

In December 2015, Next IT Healthcare launched an update to the app that incorporated [Apptentive Ratings Prompts and Surveys](#), with the goals of increasing the volume of ratings (specifically increasing positive feedback in the app stores), redirecting negative feedback away from the app stores, and gleaning patient insights to weigh in future product roadmap decisions. Apptentive's tools identify and prompt happy customers to leave a rating or review, and provide unhappy customers with an outlet to communicate directly with the company.

## Results

The combination of app improvements led by Next IT and implementing the Apptentive Ratings Prompts and Surveys paid off. **Within three months of leveraging Apptentive, the company boosted their Apple App Store ratings from 1.5 stars to 4.5 stars, and their Google Play ratings from 2.5 stars to 3.6 stars.**

### App Store Ratings

#### Prior to Apptentive - 1.5 stars



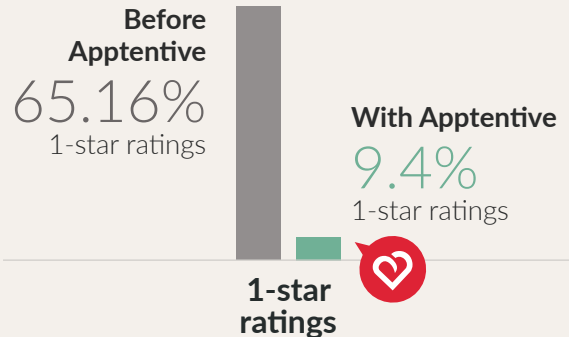
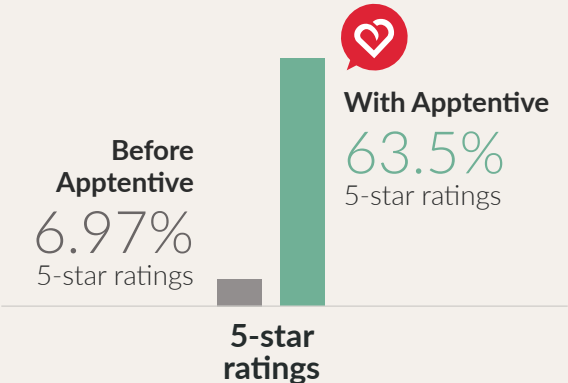
- April 2013 to December 2015
- 281 ratings, 260 reviews

#### With Apptentive - 4.5 stars

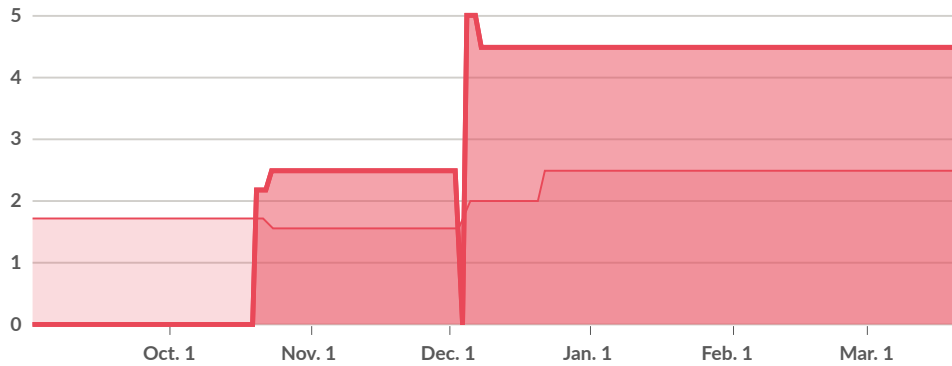


- December 2015 to June 2016
- 183 ratings, 120 reviews

Drove percentage of **5-star ratings up** and **1-star ratings down**



## Rating Over Time



4.5 App Store Rating  
385 Total Ratings  
330 Total Reviews  
104 Ratings Current Version  
69 Reviews Current Version

“The amount and quality of reviews is amazing and helpful. Compare our ratings to other applications and we look pretty special. Great stuff.”

- Product Manager at Pharmaceutical Company

The Apptentive Ratings Prompt also provided a gauge on customer sentiment. Since the app updates were made in December 2015, **91% of customers who were prompted said they love the app.** (The baseline for “healthy” is generally 50-60% of customers love the app.)

Apptentive also helped the company intercept negative feedback and provide an avenue for direct customer feedback through in-app surveys. The survey responses helped them gather data around app sentiment, ease of product use, and roadblocks in product and app use.

Over the six months, the company ran surveys to learn more about why 5% of patients reported disliking the app. The company learned that out of this group, **50% of iOS customers and 48% of Android customers found the app very easy or somewhat easy to use, despite not enjoying the app overall.** Only **30% of iOS customers and 27% of Android customers who disliked the app found it very difficult or somewhat difficult to use.**

The product decision makers also learned that for the iOS version of the app, their Medication Tracking feature was both the most helpful feature for customers and the one they'd most like to see improved. For the Android version of the app, they learned that their Medication Tracking was also the most helpful feature for customers, while Reviewing Previous Medication Info was the feature in need of the most improvement. The customer data was incredibly helpful to prioritize the product roadmap.

## APPTENTIVE & NEXT IT HEALTHCARE

# A Continued Partnership

The company continues to work with Next IT Healthcare on their patient engagement mission to improve long-term outcomes with those using the app. And use Apptentive's Ratings Prompts and Surveys to help deliver an engaging, exceptional patient experience within their app. Creating positive patient experiences during their therapy plan management not only increases patient LTV, but also bolsters patient happiness.

### ABOUT NEXT IT HEALTHCARE

Next IT Healthcare is the leader in patient engagement. We help healthcare organizations drive lasting behavior change and improved outcomes. Our mission is to pave the way to a radically healthier population. Using Alme, our natural language platform, we develop digital health coaches that achieve unprecedented engagement and adherence rates. Our proven approach is trusted by leaders in all corners of healthcare, including pharmaceuticals, providers and payers.



[www.NextITHealthcare.com](http://www.NextITHealthcare.com)

### ABOUT APPTENTIVE

Apptentive's mobile customer engagement software helps companies listen to, engage with, and retain their customers. The product gives brands the opportunity to identify who to talk to, intelligently engage customer segments, and mobilize customers to take action through in-app messages, surveys, and prompts. Integrated into thousands of mobile apps, Apptentive helps companies engage mobile customers, boost app ratings, drive downloads, and earn customer loyalty. The company powers millions of customer conversations every month for companies including Concur, DraftKings, eBay, eHarmony, Intercontinental Hotels Group, Nordstrom, and Zillow.



[www.apptentive.com](http://www.apptentive.com)