

# One injection, one hundred points

How a pharmaceutical company used Xoxoday Loyalife to support treatment adherence among dialysis and post-transplant patients, rewarding consistent therapy with stockist-assisted QR and OTP redemption under HIPAA and GDPR governance.

23%

Improvement in monthly therapy adherence

76%

Of redemptions completed at a stockist

3.4x

Increase in caregiver enrolment

## CAPABILITIES USED



RULE ENGINE

**Rewarded Consistency**

100 points per injection with bonuses for monthly adherence and continuous validation, not just for volume.



MEMBER MANAGEMENT

**Three Ways In**

QR on packaging, at stockist counters or via hospital referral, plus a web app, all OTP-validated.



CLAIMS MANAGEMENT

**Stockist-Assisted**

Redeem at a preferred stockist against QR and OTP validation, with every product handover logged for audit.



VIDEO MANAGEMENT

**Treatment Support**

In-app guides, wellness tips and treatment-support content alongside points and redemption notifications.

## THE CHALLENGE

### The therapy only works if the patient stays on it

Patients undergoing dialysis or recovering from a kidney transplant depend on consistent therapy, and adherence over months is the clinical variable that matters most. The company had no direct engagement channel with those patients or their caregivers, so it could neither support adherence nor observe it.

The commercial relationship ran through stockists, which meant the person actually administering or receiving the treatment was invisible to the manufacturer. Any program would have to work through that stockist relationship rather than around it.

And this is patient data. Anything built here has to be compliant by construction, with explicit consent, secure storage and role-based access to sensitive information, and any reward has to be genuinely health-linked rather than a cash inducement attached to a prescription medicine.

- ✔ **Support patient adherence** - to critical therapies
- ✔ **Build a direct engagement channel** - with patients and caregivers
- ✔ **Provide meaningful health-linked rewards**
- ✔ **Enable seamless stockist-assisted redemption**
- ✔ **Ensure compliance and data security** - under GDPR and HIPAA

## COMPANY PROFILE

INDUSTRY  
**Pharmaceuticals: Specialty Injectables**

PROGRAM  
**Patient Loyalty**

REGION  
**India**

USE CASE  
**Patient Loyalty**

## THE SOLUTION

### Reward the month, not the purchase

Earning is structured around consistency rather than volume: 100 points per injection, with bonuses for monthly adherence and continuous validation. That distinction is the whole clinical point, because a program paying only per unit rewards stockpiling, while one paying for an unbroken month rewards the behaviour the therapy actually requires. Enrolment comes via QR on packaging, at stockist counters, through hospital referral or through the web app, all OTP-validated, and purchases are confirmed by invoice upload with backend verification and anomaly detection.

Redemption deliberately runs through the stockist rather than around them. A patient redeems at their preferred stockist against QR and OTP validation, and the product handover is logged for audit, while stockists get a dedicated portal to validate redemptions, manage transactions and view analytics. Rewards are health-linked across supplements, diagnostic vouchers, devices, lifestyle vouchers and brand products, and the app carries guides, wellness tips and treatment-support content. Governance is consent-first with secure storage and role-based access to sensitive data.

- ✔ **Member management** - enrolment via QR on packaging, stockist counters, hospital referral or web app, all OTP-validated
- ✔ **Claims management** - invoice upload with backend verification and anomaly detection for fraud control
- ✔ **Rule engine** - 100 points per injection, with bonuses for monthly adherence and continuous validation
- ✔ **Scan-based rewards** - QR plus OTP validation at a preferred stockist, with product handover logged for audit
- ✔ **Rewards marketplace** - health supplements, diagnostic vouchers, devices, lifestyle vouchers and brand products
- ✔ **Access control and management** - a dedicated stockist portal to validate redemptions, manage transactions and view analytics
- ✔ **Communications** - SMS, email and push notifications for points, redemption, health tips and campaigns
- ✔ **Video management** - blog-style in-app content with guides, wellness tips and treatment support
- ✔ **APIs** - CRM, logistics APIs, third-party catalogues and stockist portals
- ✔ **Security, fraud and governance** - secure storage, explicit consent and role-based access to sensitive data

## THE RESULTS

### A channel to the patient, built through the stockist

Monthly therapy adherence improved 23%, caregiver enrolment grew 3.4x, and 76% of redemptions are completed at a stockist counter. Paying a bonus for monthly adherence rather than only per injection is what aligns the program with the therapy. Continuous validation means the reward accrues to an unbroken course of treatment, so the incentive points at the clinical outcome instead of at volume, which is the only defensible way to run loyalty on a prescription medicine.

Routing redemption through the stockist solved the structural problem. Rather than bypassing the commercial relationship, QR-plus-OTP validation at the counter with a logged handover gives the manufacturer a direct channel to patients and caregivers while making the stockist a participant with their own portal and analytics. Consent-first governance with role-based access to sensitive data keeps the whole thing inside GDPR and HIPAA, and the education content means the app has a reason to be opened between purchases.

Takeaway: on a prescription therapy, never reward volume. Reward the unbroken month, and redeem through the stockist, not around them.

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