

Technology Adoption Does Not Equal **Trust** **Adoption**



81%

of healthcare executives say they must prioritize a trust strategy alongside their technology strategy.¹ – yet most digital investments still focus on tools, not relationships.

THE TRUST GAP

Patients Are Digitally Connected – but More Skeptical Than Ever



How is my data being used?



Who benefits from this?



Is this tool designed for me or the company?



Can I rely on this for support throughout my journey?

For pharma, this skepticism directly impacts how patients engage with support programs, brand communications, and digital services. **A poor digital experience doesn't just frustrate – it can undermine confidence in the therapy itself.**

THE MODERN TRUST STRATEGY

What Prioritizing Trust Actually Means

01

Transparent by Design

Patients need clarity around how their data is used and who has access to that information.

02

Patient Controlled

Patients want control over their reminders, communications, and support preferences.

03

Longitudinal, Not Transactional

Trust starts at enrollment and builds over time, support must deliver continuous value.

04

Secure, Visibly Secure

In a world of increasing data breaches, patients need to feel and see that their information is protected.

How Redi Health Enables Pharma to Build Digital Trust

Redi connects pharmaceutical manufacturers to patients through a secure, unified support platform – making it easier for patients to start and stay on therapy longer.



Unified Patient Home

One centralized, secure platform for therapies, support resources, and brand connections – reducing digital fragmentation.



Security at the Core

Industry-standard encryption and data protection. When patients feel ownership of their data, they engage more.



Full Journey Support

Medication reminders, financial tools, care coordination, and education – evolving alongside the patient's experience.



Leading the Next Generation
Patient Experience