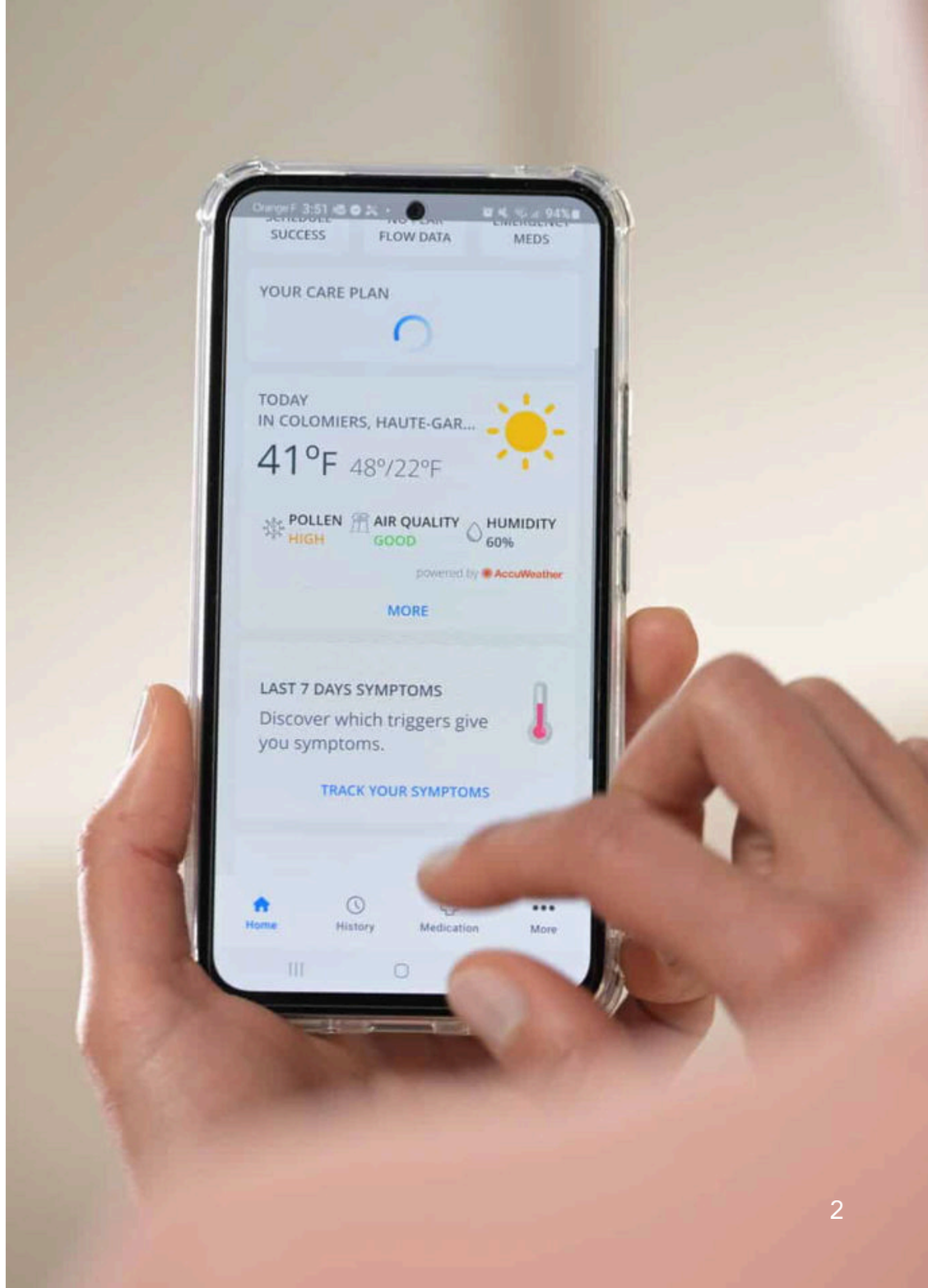
Generating Insights on Real-World Drug Usage to Support Strategic Decisions

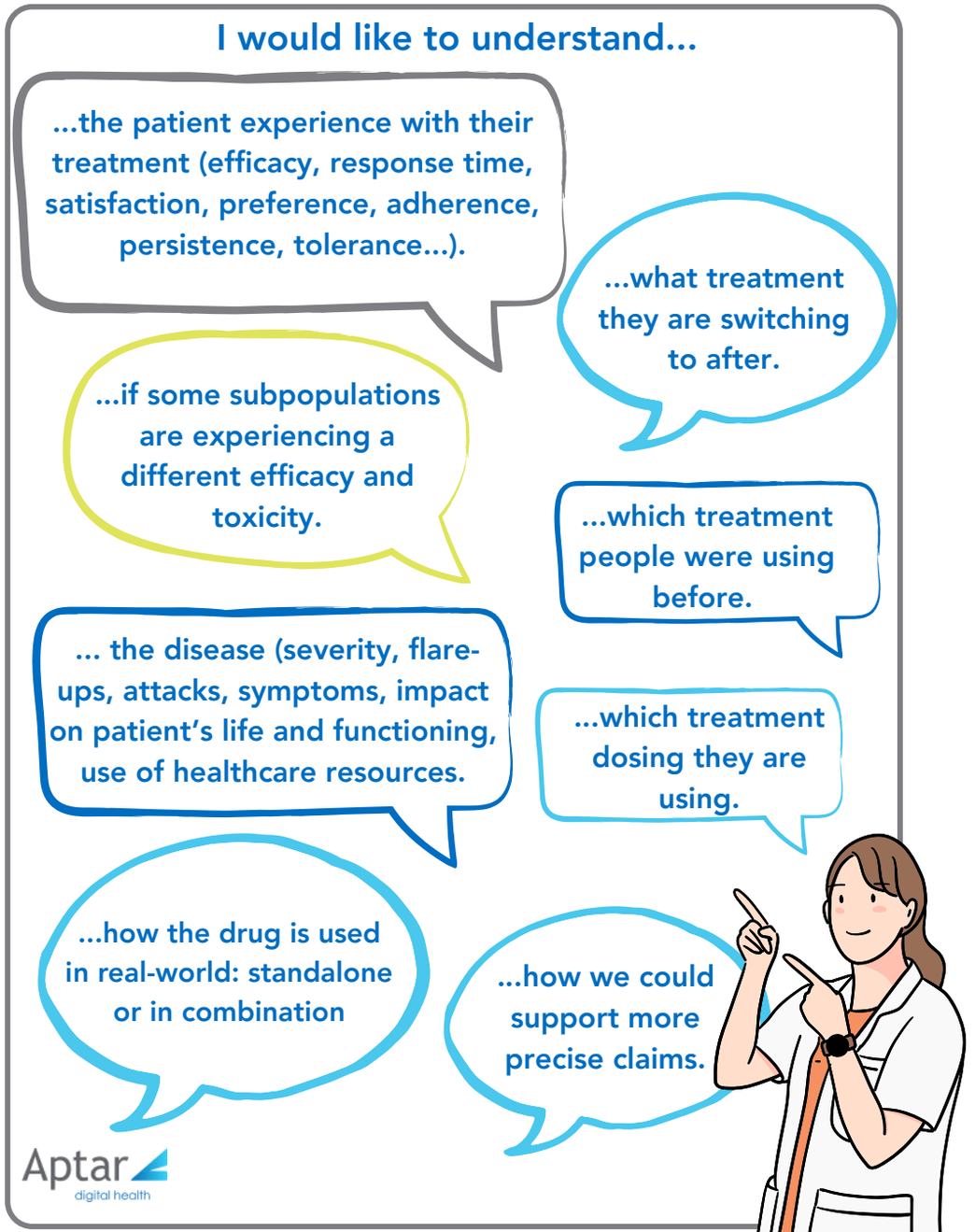
Aptar digital health

Pharmaceutical industries share a common challenge: making confident decisions about their therapy to help the right person being healthier. Unfortunately, these decisions are often based on an incomplete view of the real-world patient experience. While trials, registries and post-market activities remain essential to develop and market treatment, they rarely capture the actual usage, experience, and adoption by patients in their daily life.

Large digital patients communities can help pharmaceutical companies better understand how their drugs are used by patients outside of controlled clinical settings. Widely used mobile apps for managing chronic conditions can provide access to complementary layers of insights thanks to the continuous, longitudinal, and patient-reported information that helps reveal real-world experience of disease and treatment.



1. How Is Your Therapy Really Used?



Mobile health apps generate real-world, real-time evidence as they are used during the normal course of living with a condition. They capture information through several mechanisms such as electronic Patients Reported Outcomes (e-PRO), longitudinal tracking over time and passive data capture. Patients are using those apps because it provides them immediate value to better understand their condition, identify health patterns, track triggers and symptoms and have an enhanced conversation with their healthcare provider. Those apps can capture real-world treatment pathways, including switching behaviors, combination use, and persistence patterns, alongside patient-reported experiences such as efficacy, response time, satisfaction, tolerance, and adherence.

For pharmaceutical industry, accessing this visibility enables the Medical and Clinical teams to refine evidence narratives, while Brand and Commercial teams align strategy with how therapies are truly positioned in real world.

Esme, the companion app for living well with Multiple Sclerosis

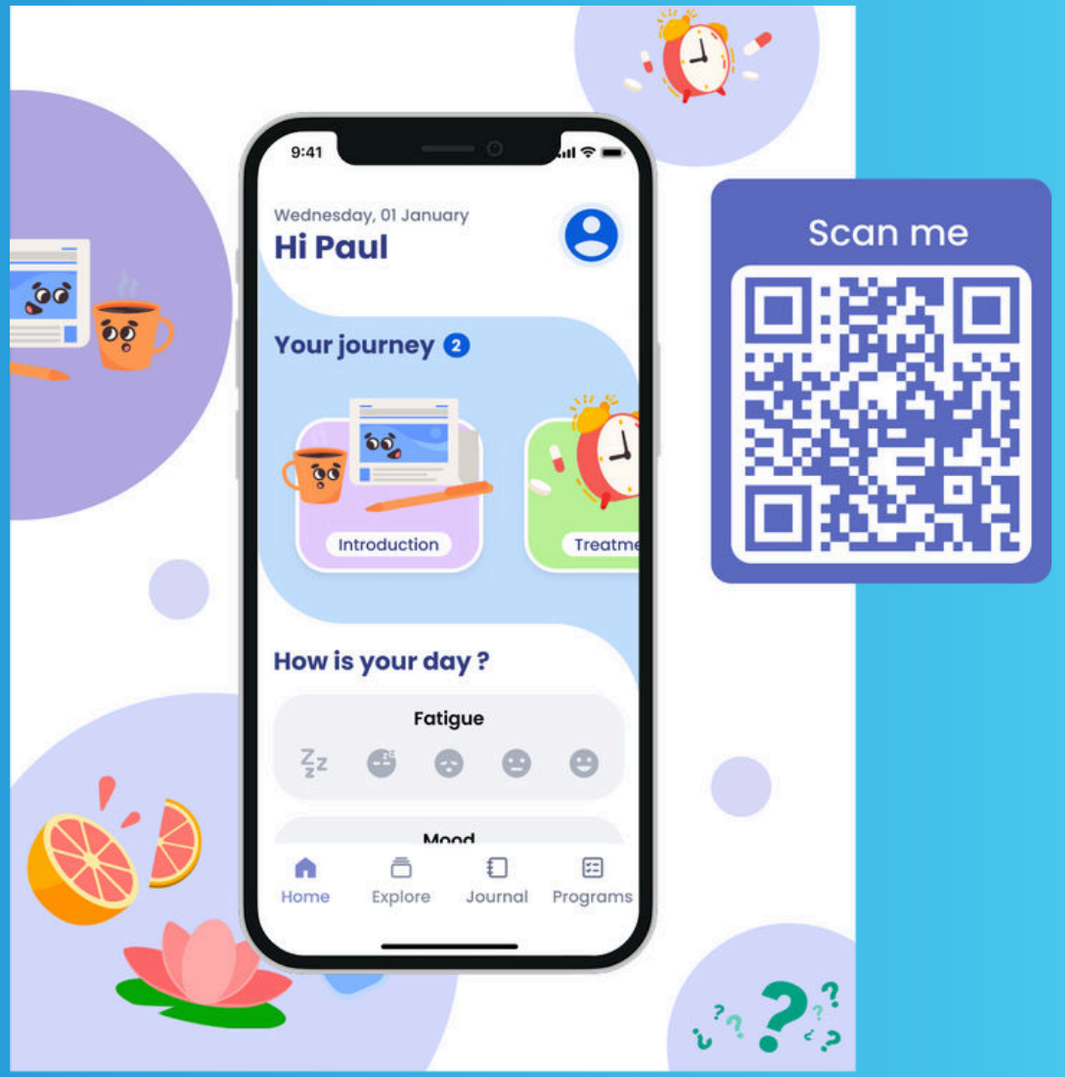
Esme is a digital companion designed for people with multiple sclerosis (MS). Esme is built around three core pillars:

- Tailored content to find tips, inspiration and news related to MS,
- A personal journal to keep track of health and visualize data and share reports with healthcare professionals,
- Wellness programs tailored to the user's needs.

Esme can breakdown multiple criteria such as:

- The type of MS
- The type of treatment
- Diagnosis experience
- Demographic data such as age, location
- The type of symptoms experienced

Esme is currently available in the US.



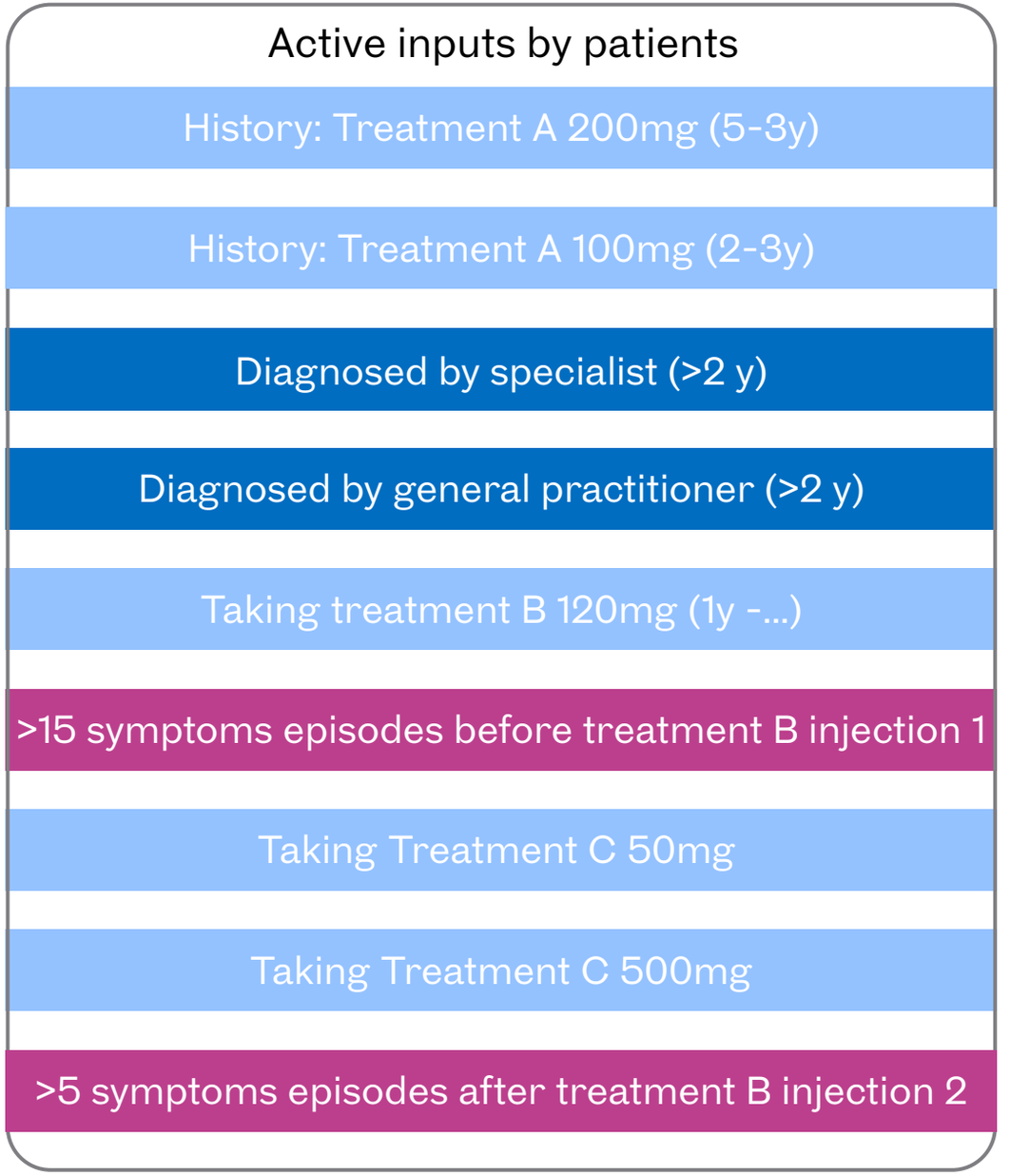
Visit: app-esme.com

2. Who Responds Differently and What Explains Variability?

A recurring interrogation from the industry is whether certain subpopulations experience different levels of efficacy, tolerability, or disease burden, and why. Digital patients communities make it possible to analyze treatment experience in the context of:

- Disease severity and attack frequency,
- Flare-ups,
- Comorbidities,
- Demographics (age, gender, geography),
- Lifestyle factors.

This level of granularity supports more precise claims, sharper patient stratification, and better identification of unmet needs. For Clinical and Medical teams, it can inform future study design and evidence generation; for Brand, Marketing and Commercial teams, it enables differentiation rooted in real-world relevance rather than broad averages.



Example of data points combining disease and treatment tracking data with statistical inferences based on these type of data.

Aptar digital health

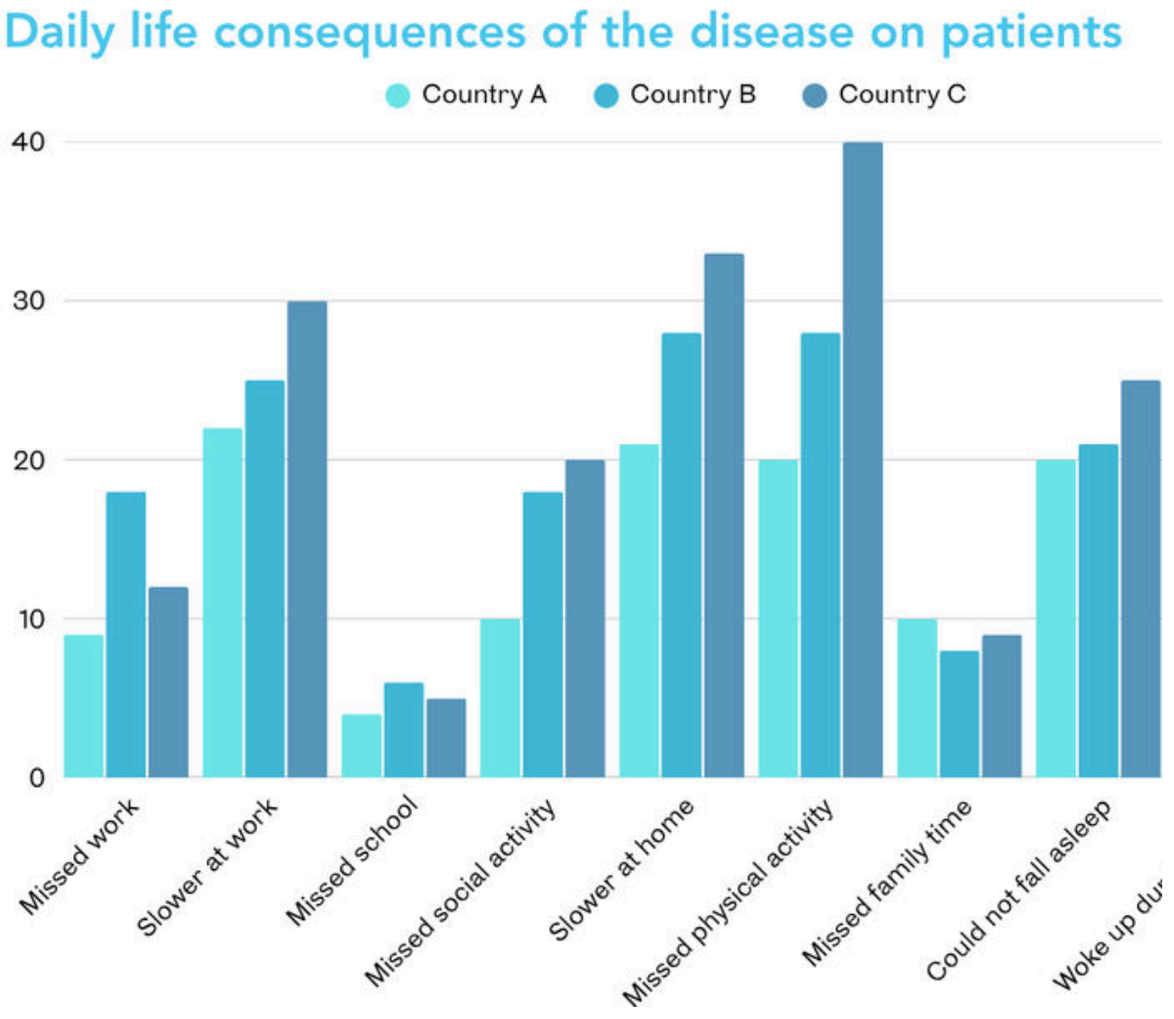
Migraine Buddy, the #1 world app to track migraine and headache

Migraine Buddy® is a widely used mobile application supporting people living with migraine and headache disorders. The app enables users to track symptoms, triggers, and treatments, helping them better understand and communicate their condition.

With a global community of users from more than 130 countries, Migraine Buddy contributes to migraine awareness and supports scientific research by enabling engagement with relevant patient populations for clinical and academic studies.

Visit: migrainebuddy.com

3. How Does the Disease Impact People's Daily Life? How to Improve Patient and Brand Engagement?



Beyond clinical outcomes, pharmaceutical industries increasingly seek to understand how disease and treatment affect people' ability to execute daily tasks such as work, sleep, social interactions, physical activity and more. Patient health apps can capture the lived burden of disease when patients report impacts such as:

- Missing work or school,
- Disrupted sleep,
- Reduced physical and social activity.

This information helps companies understand people's needs and highlights areas for improvement to reach broader, more meaningful engagement. For Patient Engagement and Direct-to-Patient teams, this kind of insight enables more relevant educational content, better timing of support, and engagement strategies that reflect what patients struggle with. For Brand leaders, it connects product value to meaningful outcomes that matter to patients and healthcare systems alike. It also help to secure additional claims around remaining burden of disease after treatment, impact on quality of life, use of healthcare resources.

Allergy Buddy,
Empowering the allergy journey

Allergy Buddy is designed to help people living with allergic rhinitis and seasonal allergies feel more in control of their day. The app combines real-time pollen and weather insights with easy symptom tracking and personalized tips, making allergy management simple, proactive, and empowering. With Allergy Buddy, users can:

- Track symptoms and treatments,
- Get practical advice for reducing exposure,
- Connect with a supportive community,
- Check local pollen levels and allergy risk scores.

Allergy Buddy is currently available in the US.

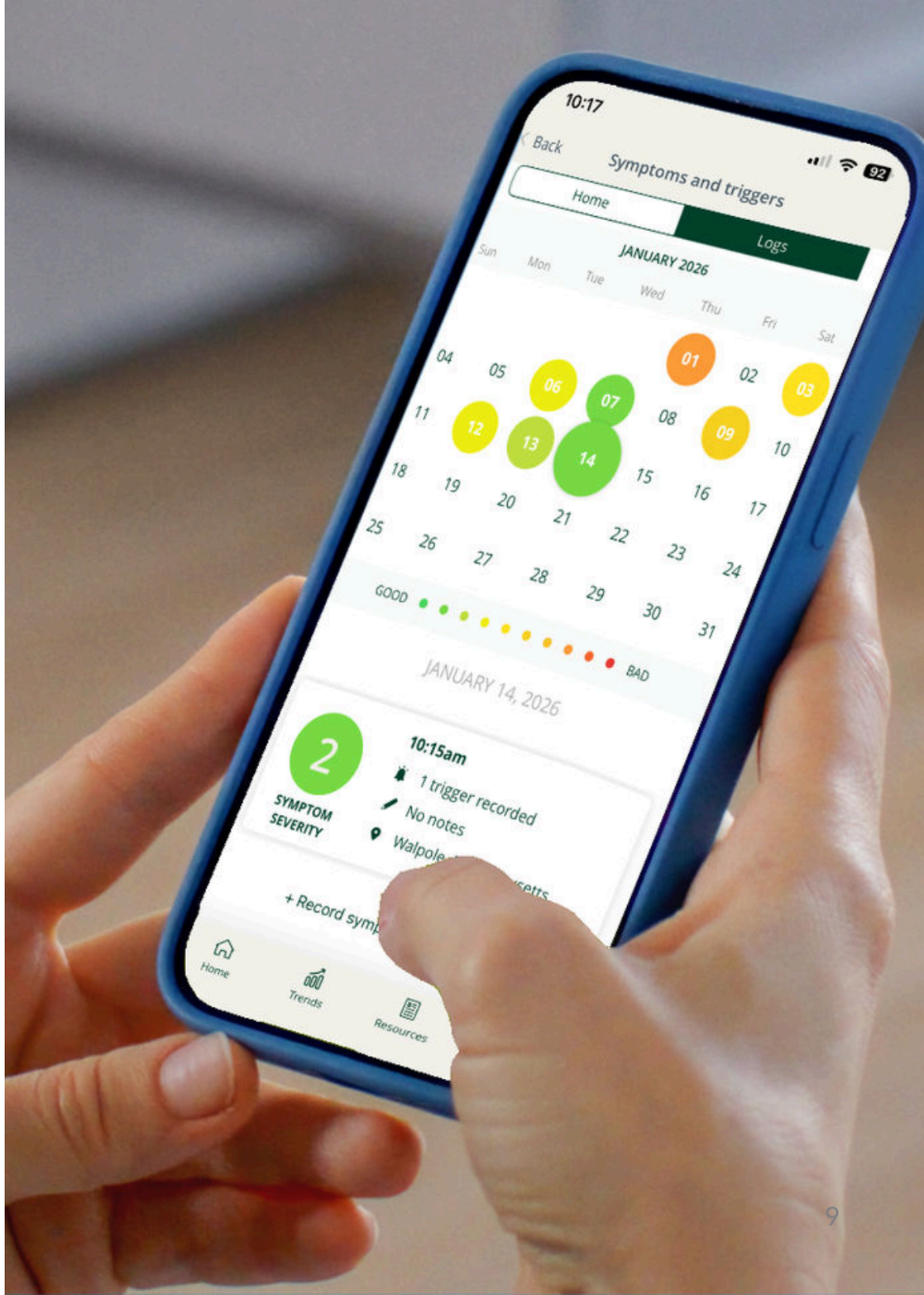
Aptar digital health

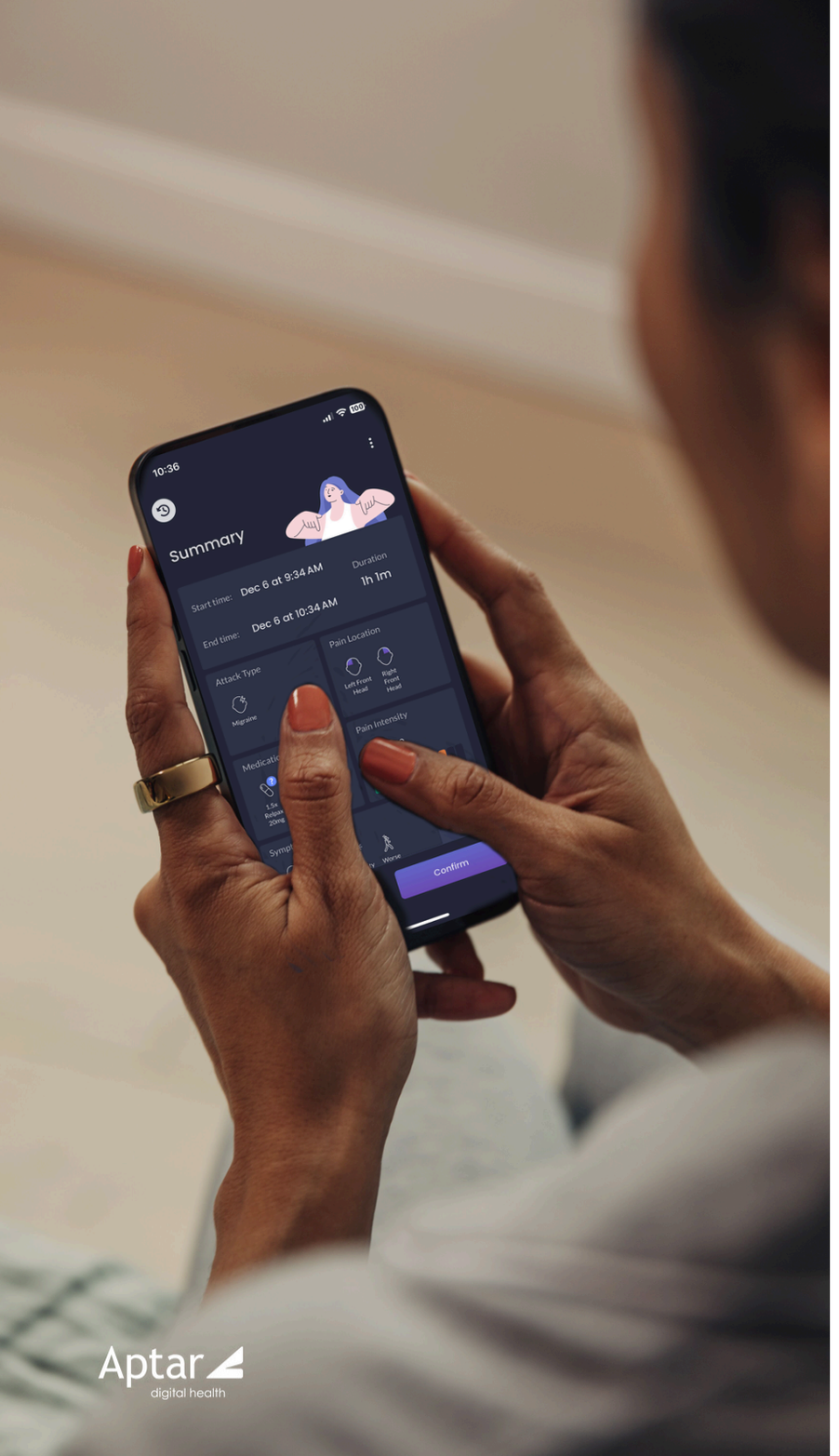
Visit: allergybuddy.com

4. Leverage Aptar Digital Health's patients communities

Aptar Digital Health has built and manages large, engaged digital communities across multiple therapeutic areas (neurology, immunology, oncology, respiratory). These communities enable pharmaceutical companies and research partners to better understand patient experiences, support virtual study execution, and generate insights on real-world treatment usage, within secure and compliant frameworks.

From secure and compliant patient enrollment to patient-centered engagement strategies, Aptar Digital Health's solutions are designed to support data entry and quick reconciliation. Virtual study services focus on maintaining participant engagement and reliable data collection throughout the study lifecycle, helping to reduce timelines while preserving data quality. By ensuring up to 97% of completion rates in virtual trials, Aptar Digital Health ensures high participant adherence and engagement throughout the study.





Aptar digital health

Aptar Digital Health's recent collaboration with ŌURA exemplifies how next-generation digital ecosystems are reshaping real-world evidence and patient engagement in chronic disease management. The partnership combines the Oura Ring's continuous biometric signals with disease specific insights from Aptar Digital Health's patient health apps, to generate highly relevant digital biomarkers. This collaboration underscores a broader shift toward holistic, data-driven care models where digital biomarkers and patient-generated data inform individual wellbeing, but also offer pharmaceutical stakeholders a richer, longitudinal view of disease behavior and treatment impact in real-world, paving the way for more proactive, patient-centric strategies and differentiated therapeutic value.

Conclusion

Patient health apps do not replace traditional evidence sources, they complete them. By combining real-world treatment patterns, patient experience, disease context, and daily-life impact, they help pharmaceutical leaders answer the questions that most directly influence evidence strategy, engagement relevance, and brand performance. The organizations that integrate this layer of insight are better equipped to act with precision, credibility, and patient-centricity at scale.

About Aptar Digital Health

Aptar Digital Health creates end-to-end solutions to enhance patient experiences every day, leveraging a holistic ecosystem of digital interventions. Amplified by an industry-leading portfolio of products and solutions, Aptar Digital Health's offering combines mobile and web apps, Software-as-Medical-Device, connected drug delivery systems, advanced data analysis services and patient onboarding and training solutions to actively empower patients and create a positive treatment journey.

Aptar Pharma's Digital Health division is part of AptarGroup, Inc., a global leader in drug and consumer product dosing, dispensing and protection technologies. Aptar is headquartered in Crystal Lake, Illinois and has more than 13,000 dedicated employees in 20 countries.

For more information, visit aptardigitalhealth.com

Learn more