EPIDUO FORTE GEL

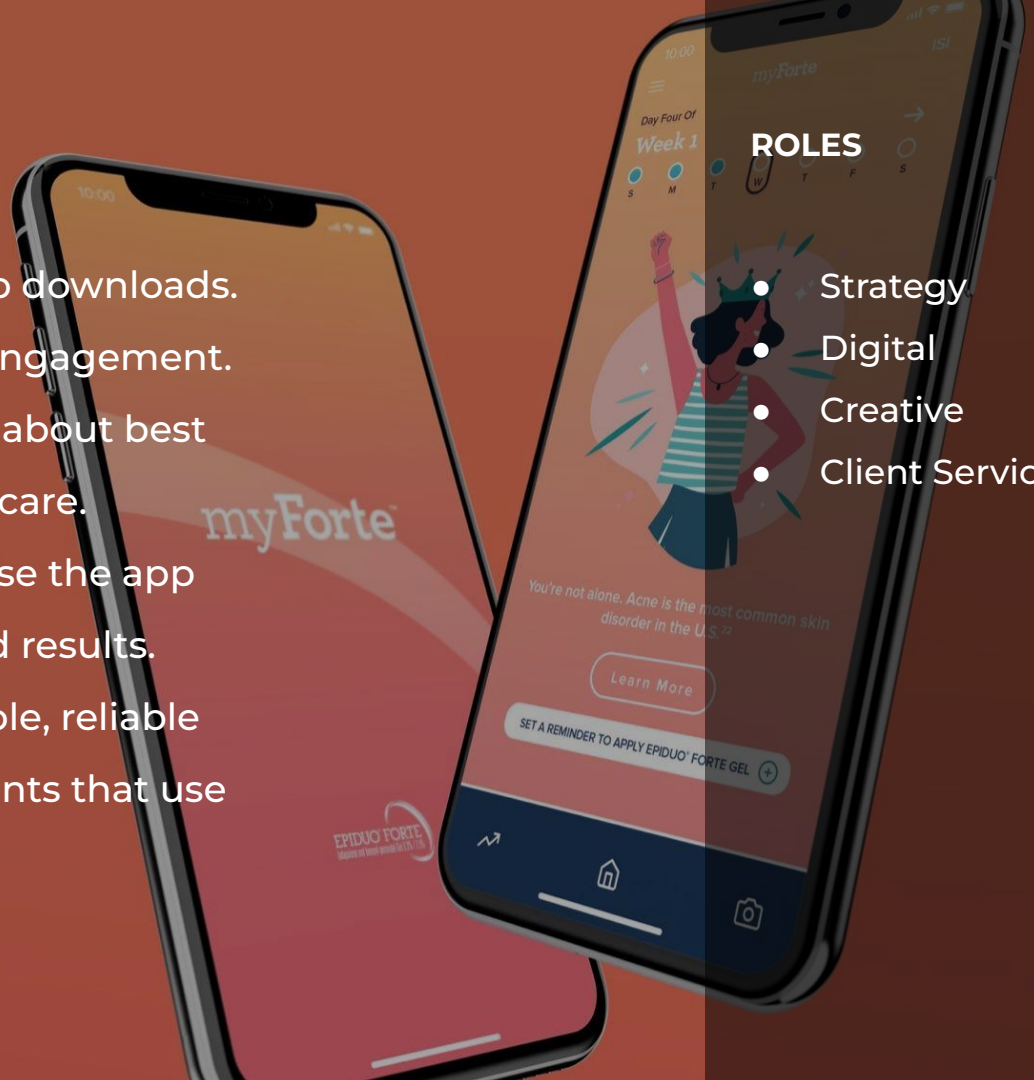
Routine Matters. myForte can help.

EPIDUO FORTE GEL

Epiduo® Forte (adapalene and benzoyl peroxide) Gel, 0.3%/2.5% is a once-a-day prescription acne treatment that helps prevent recurring acne by unclogging pores and eradicating bad bacteria. It is also the number 1 prescribed acne medication in the United States for two years running. Epiduo Forte had an underutilized existing app called “epi-tracker,” but the client was seeking an app solution that would provide more value to both patients and physicians – enter the myForte app.

GOALS

- Drive new myForte app downloads.
- Drive consistent user engagement.
- Educate acne patients about best practices for their skin care.
- Encourage people to use the app daily to achieve desired results.
- Make myForte a valuable, reliable resource for acne patients that use Epiduo® Forte Gel.

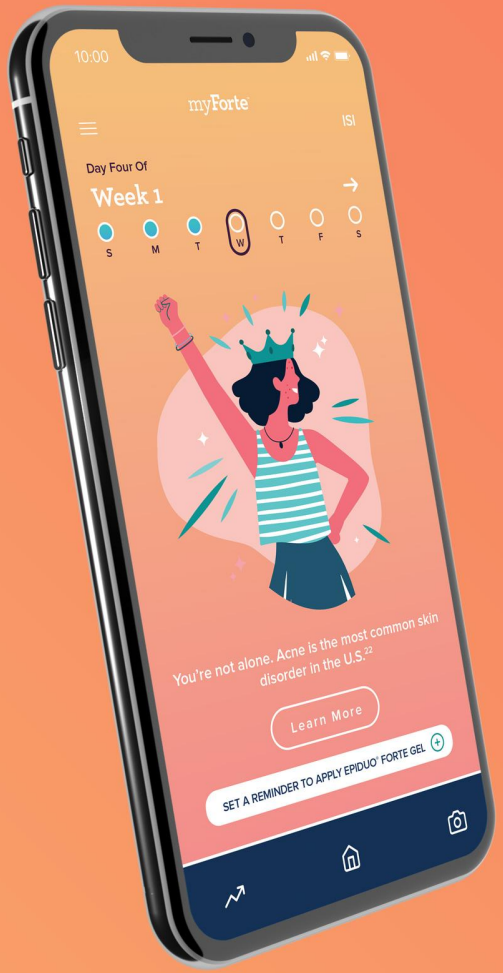


ROLES

- Strategy
- Digital
- Creative
- Client Services

Strategy

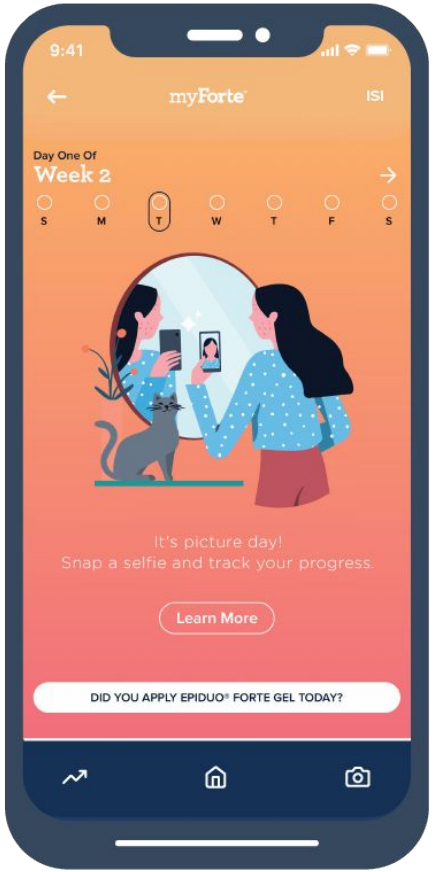
Going into the project, we knew that the patients using the myForte app were in a vulnerable state. Living with acne is a very personal battle that can have a powerful, negative impact on those suffering from it. So, we wanted to build an app that supported patients in their pursuit to treat their acne and gave them confidence to take control of their acne.

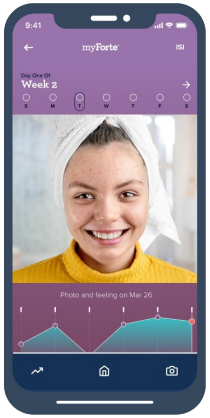


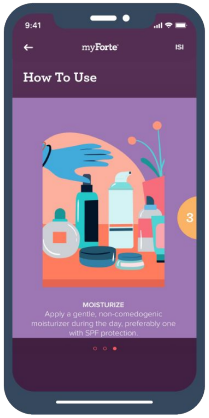
Strategy

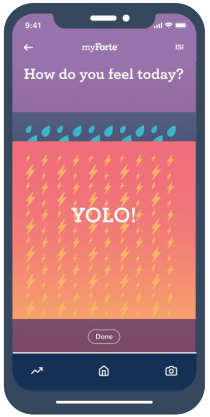
Living with acne is a very personal battle that can have a powerful, negative impact on those suffering from it. So, we built an app to support patients in their pursuit to not only treat their acne, but gain confidence to take control it.

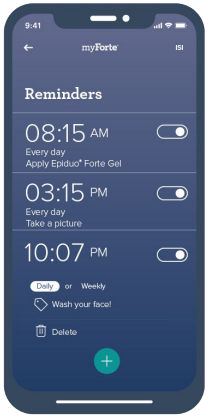
The myForte app offers several features to encourage ongoing treatment and regular visits to the dermatologist or healthcare provider for a prescription refill.











Solution

We developed daily motivational messages that send users words of encouragement to keep them engaged with their acne treatment. The calendar function helps users track when they applied Epiduo Forte, but also asks them to record how they feel about their skin each time they interact with app. This way, we're encouraging users to stay engaged with the app and to take time to feel good about their progress. Daily photos are encouraged to track progress and a split view allows users – and their healthcare providers – the ability to measure the patient's progress against any picture they've taken in the app.

Results

- Over 87,000 downloads
- Over 250% increase in app downloads each month
- 40% User return rate
- Over 15,000 progress photos captured
- Over 16,000 feelings recorded
- Over 100,000 profile attributes collected