Fact: Many Prescriptions Go Unfilled Because of Cost

- 30% of new prescriptions are never filled [1]
- Patients with low or moderate medication adherence are 2.54x more likely to re-admit [3]
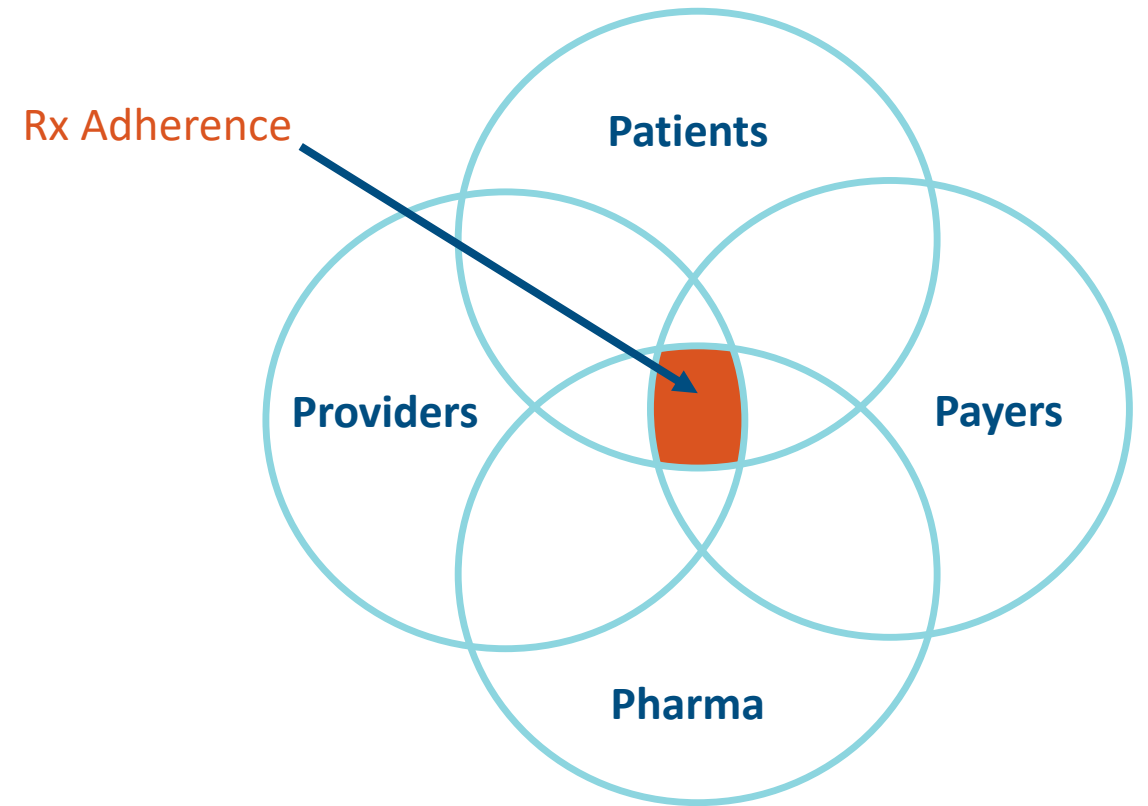
22%

of non-adherent patients said *"trying to save money"* was a major reason for not filling a prescription.[1]

Healthcare providers can do everything right, but if patients can't fill & follow their prescriptions, treatment will likely fail.

Fact: Improving Adherence Helps All Four "P's"

- That's why each of the major players have their own tactics to chip away at the cost of branded drugs for those that can't afford them.

- For example, Providers have their various existing Patient Assistance programs.

Rx Adherence

Patients

Providers

Payers

Pharma

Another example: Pharma brands sponsor direct-to-consumer (DTC) discounts.

Fact: Manufacturer DTC Discounts Do Help

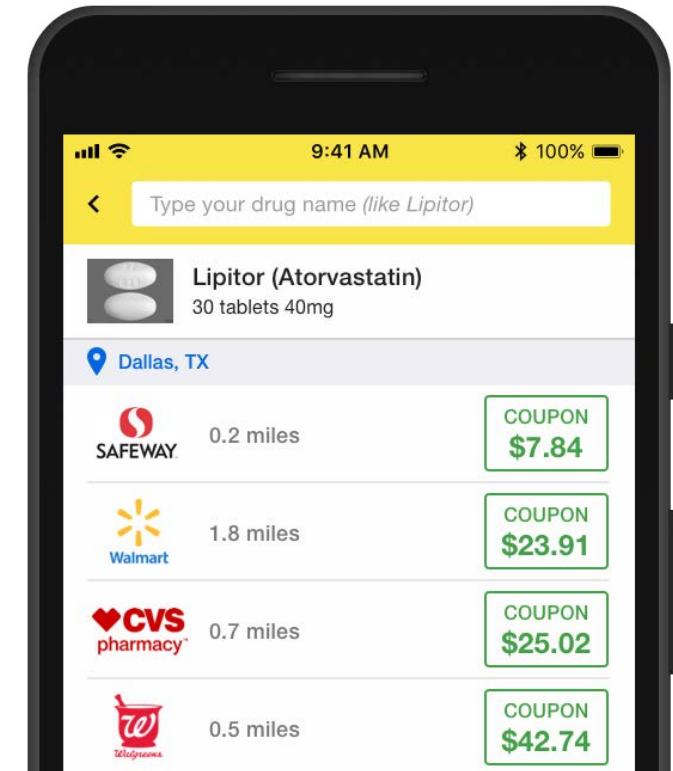**178%** more scripts were filled by patients using copay coupons than those without[1]

158% more patients remained on therapy after 3 months using copay coupons than those without[1]

Unfortunately, only a relatively *small percentage* of qualified patients take advantage of available Rx discounts today.

Why More Patients Don't Use Rx Discounts

- They don't know about them.

- They won't expend the time/effort.

- They can't access them.

  - Lack internet access or tech skills

  - Lack understanding of medical/insurance details

  - Lack reading level or language skills

Routinely, pharmacy staff spend precious time helping patients access these discounts.
This is not efficient, nor scalable, nor applied universally.

What if providers could automatically supplement their Patient Assistance Programs with pharma DTC discounts for all qualified patients?

Especially now, wouldn't it be helpful to provide additional assistance?
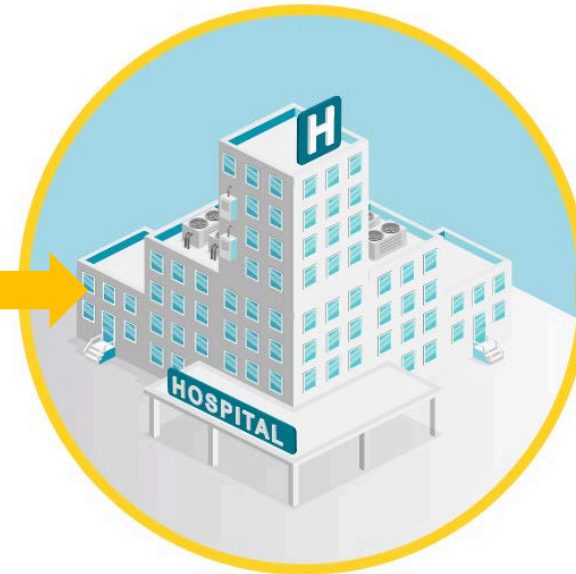
More Discounts for More Patients

CARE VISIT

EMR SOFTWARE

DISCHARGE

PHARMACY

Doctors prescribe medications normally. Nothing extra is done.

Software listens for prescriptions & finds qualified discounts.

Discharge papers with discounts are handed directly to patients.

More patients can now afford to fill and follow prescriptions.

Effortless & Invisible

Scalable & Accurate

Personal & Physical

Convenient & Accessible

The Result

- Your patients save *millions of additional dollars* on their prescriptions annually.

- Research shows even modest additional savings improves medication adherence.[1]

Avg savings of $110+ per patient!

Better adherence produces MANY benefits for patients and providers.

Considerable Savings

- Most systems will save patients more than 10 million dollars per year– some CONSIDERABLY more.

- That can make a real difference in the lives of many people, especially now.

- Visit our website to complete a worksheet to estimate the branded Rx discount value we can deliver to your commercially insured patients each year.

- Note, the value of trial offers is not included here.

Organization size	Medium system ▼

Inpatient discharges	114,468
ED visits	515,434
Outpatient visits	2,044,824

Private insurance	49%
Generic meds	92%
Avg. Rx per visit	2

Copay discounts delivered	**104,849**
Avg. savings per discount	**$111.51**
Estimated patient savings	**$14,651,029**

Many Benefits for Health Systems

- Better outcomes & reduced re-admissions

- Better consumer experience/patient satisfaction

- Increased retail pharmacy revenue

- More equitable discount access across points of care

- Decreased staff time per patient

- Lower cost of care for self-insured employees

- Lower charity costs & uncompensated care

Interested in learning more?

Explore our website:
www.medicomhealth.com/rxsa

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2.   Balick, Rachel, "Copay Cards Save Patients Money, but Come at a Cost," Pharmacy Today, December 2016. https://www.pharmacytoday.org/article/S1042-0991(16)31400-1/pdf

3.   Olga Z Rosen, Rachel Fridman, Bradley T Rosen, Rita Shane, Joshua M Pevnick, "Medication adherence as a predictor of 30-day hospital readmissions," Patient Prefer Adherence. 2017; 11: 801–810. Published online 2017 Apr 20. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5404806. PMCID: PMC5404806

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5.   https://www.kff.org/health-costs/poll-finding/kff-health-tracking-poll-february-2019-prescription-drugs/

6.   http://www.ncpa.co/adherence/AdherenceReportCard_Full.pdf