RxInform℠

Solving Prescription Abandonment

A Widespread Problem Affecting Your Patients and Your Practice

The Problem:

25% OF NEW RETAIL PRESCRIPTIONS ARE NEVER FILLED[1]

The Solution: Engage Patients As Soon As Possible

Your e-prescribing software now offers a proven solution designed to increase fill rates by engaging patients minutes after their new prescriptions are sent to the pharmacy.

How It Works:

Patients receive a text message (SMS) that guides them to a secure website designed to tackle prescription abandonment by:

- **Reducing financial barriers** with financial assistance for brand or generic drugs

- **Addressing clinical concerns** with educational videos and information on the medication

- **Minimizing forgetfulness and procrastination** with the ability to schedule reminders to pick up their medication

The Impact: Increase Patient Satisfaction

Thousands of practices nationwide have rolled out RxInform:

- More than 5 million patient ratings

- 90%+ patient satisfaction[2]

- Less than 1% opt-out

RxInform Improves Medication Adherence Up to 10%[3]

Regular E-Prescribing

25% Abandoned

E-Prescribing with Patient Engagement

15% Abandoned

[1]Why You Need to Take Your Medications as Prescribed or Instructed, FDA.com
[2-3] Prescription Fill Data Analysis, DrFirst, 2022

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