

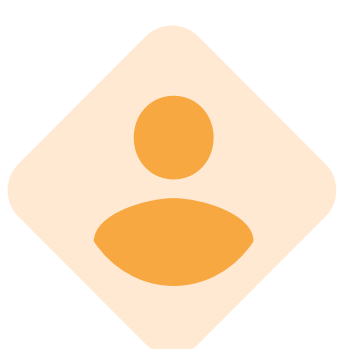
# How Pharmaceutical Teams Optimize Engagement at Critical Moments



Every prescription journey includes critical moments in awareness, access, and adherence.

Timely by DrFirst is an end-to-end engagement platform that integrates seamlessly into workflows—scaling across touchpoints to support both retail and specialty drugs throughout the therapy lifecycle.

Choose your team to see how Timely can help you impact these moments by reaching patients and providers when it matters most.



Brand  
Management



Patient Support



Market Access







# Brand Management Team

Awareness

Access

Adherence



## Awareness

### Empowering Providers and Patients to Make Informed Choices

#### The Challenge

Providers are busy, and traditional marketing and sales channels don't reach them at the moment of prescribing. At the same time, if patients aren't aware of treatment options, they can't discuss them with their provider.

#### How Timely Helps

- ◆ Delivers branded therapy and copay information directly in the EHR prescribing workflow—without extra clicks.
- ◆ Provides in-workflow support for specialty pharmacy selection.
- ◆ Educates patients about relevant primary and therapeutic-specific options through automated outreach.
- ◆ Offers real-time insights into provider and patient engagement.

#### Your Impact

- ✓ Seamless provider engagement with no extra effort.
- ✓ Informed patients who are more likely to discuss and follow through on therapies.
- ✓ Better prescription first-fill rates.

Next







# Brand Management Team

Awareness

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## Access

### Making Cost and Coverage Easier for Providers and Patients

#### The Challenge

Even when providers want to prescribe your therapy, cost concerns can be a barrier. Without clear benefit checks and copay options, they may choose an alternative. Patients, too, need support—with timely resources and reminders after the prescription is sent.

#### How Timely Helps

- ◆ Shows copay cards and savings options in the provider's EHR workflow for specialty and retail medications.
- ◆ Support providers and patients with affordability support and benefit checks at the point of prescribing.
- ◆ Reduces risk of patient drop-off before the prescription is filled.
- ◆ Supports patients with reminders and copay resources after the prescription is sent.

#### Your Impact

- ✓ Earlier access to new prescriptions.
- ✓ Fewer lost opportunities due to cost.
- ✓ Brand stays top-of-mind and accessible.

Next







# Brand Management Team

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## Adherence

### Reinforcing Therapy Beyond the First Fill

#### The Challenge

Even if patients start therapy, about 75% don't continue.<sup>1</sup> Brands can't afford to lose momentum after the first prescription fill.

#### How Timely Helps

- ◆ Sends messages from a trusted source, the patient's provider, to reinforce therapy value and improve adherence.
- ◆ Educates patients about medication administration, possible side effects, and how to stay on track.
- ◆ Encourages proper medication use and regular refills through automated outreach.

#### Your Impact

- ✓ Better understanding of therapy at specific stages of the life cycle.
- ✓ Stronger brand loyalty and longer therapy duration.
- ✓ Real-time data on patient and provider behavior to optimize brand strategy.

Next







# Patient Support Team

Awareness

Access

Adherence



## Awareness

Help Providers Share Support Programs in the Moments That Matter

### The Challenge

Your programs are built to help—but they often go unseen. If providers don't share them at the critical point of prescribing, patients miss out.

### How Timely Helps

- ◆ Surfaces copay support and patient resources within the provider's EHR workflow.
- ◆ Makes it easy for providers to reference your programs when prescribing the relevant therapy.
- ◆ Increases patient awareness of relevant primary and therapeutic-specific options when it's needed most.

## Your Impact

- ✓ More patients start with full support.
- ✓ Providers become partners in the journey.
- ✓ Programs reach more of the right people at the right time.

Next







# Patient Support Team

Awareness

Access

Adherence



## Access

### Getting Patients What They Need, Before It's Too Late

#### The Challenge

Patients abandon therapy before the first prescription fill due to cost or confusion. They need help early—before delays or denials discourage them.

#### How Timely Helps

- ◆ Supports patients immediately after the prescription is sent.
- ◆ Sends secure texts with copay information and guidance for specialty and retail therapies from a trusted source, the patient's healthcare provider.
- ◆ Delivers real-time updates about prior authorization (PA) status or coverage.

## Your Impact

- ✓ Higher activation and fewer abandoned prescriptions.
- ✓ Wider delivery of approved content to a broad population.
- ✓ Stronger patient trust and satisfaction.

Next







# Patient Support Team

Awareness

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Adherence



## Adherence

### Keeping Patients on Therapy Without Chasing Them

#### The Challenge

Traditional engagement is fragmented and often comes too late. Patients need ongoing support, without being overwhelmed.

#### How Timely Helps

- ◆ Delivers personalized reminders at key milestones (pre-fill, post-fill, refills, and renewals).
- ◆ Provides education, side-effect support, and copay options at scale to increase adherence.
- ◆ Helps patients feel informed, prepared, and connected to care.

## Your Impact



Improved adherence and refill rates.



Fewer gaps in therapy.



Measurable success in long-term support.

Next







# Market Access Team

Awareness

Access

Adherence



## Awareness

### Helping Providers Understand Coverage and Support

#### The Challenge

If providers don't know what's covered or available, they may avoid prescribing—or choose a less effective alternative. If patients aren't aware of therapy options, they can't raise them with their provider.

#### How Timely Helps

- ◆ Surfaces coverage information and copay support in a provider's EHR workflow.
- ◆ Makes affordability visible *before* the prescription is sent.
- ◆ Supports confident prescribing decisions for providers.
- ◆ Educates patients on primary and therapeutic-specific options, with the associated copay and benefit resources.

#### Your Impact

- ✓ More informed provider and patient decision-making.
- ✓ Fewer abandoned prescriptions due to cost concerns.
- ✓ Use of support programs when they're most effective.

Next







# Market Access Team

Awareness

Access

Adherence



## Access

### Filling the Gaps That Cause Abandonment

#### The Challenge

PA delays, unclear costs, and extra steps drive therapy drop-offs. Removing these barriers in real time is critical.

#### How Timely Helps

- ◆ Delivers real-time pharmacy availability and benefits at the point of prescribing.
- ◆ Electronic PA streamlines access before the prescription reaches the pharmacy, reducing delays and keeping patients informed.
- ◆ Sends automated messages at the right time to guide patients through the process.

## Your Impact



Fewer delays and prescription abandonment due to frustrations.



Faster speed-to-therapy.



Greater control over access performance.

Next







# Market Access Team

Awareness

Access

Adherence



## Adherence

### Connecting Cost Support to Real-World Adherence

#### The Challenge

Affordability isn't just about starting therapy, it's about staying on it. Ongoing support matters more than ever.

#### How Timely Helps

- ◆ Promotes savings programs for retail and specialty therapy before and during refills.
- ◆ Sends nudges and updates at high-risk drop-off points.
- ◆ Builds confidence through ongoing communication from the patient's provider.
- ◆ Enables refinement of tactics and outreach with real-time analytics on patient behavior.

#### Your Impact

- ✓ Better long-term medication use.
- ✓ Lower total abandonment.
- ✓ Data you can use to optimize affordability and engagement strategies.

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# Why 16 of the Top 20 Pharmaceutical Companies Trust Timely



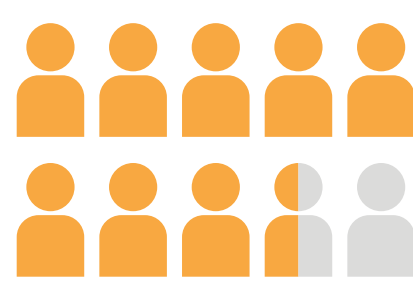
**25%**

of prescriptions flow through the DrFirst medication management network, **the largest in the nation.**



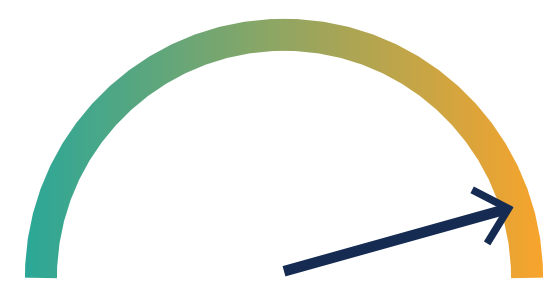
**99%**

patient satisfaction.



**85%+**

average patient engagement rate.



**98%**

patient retention.<sup>2</sup>

## Final Takeaway

**Critical moments shape every therapy journey. Timely helps you show up for each one automatically, securely, and at scale.**

**Want to get patients on therapy sooner and stay on therapy longer—without wasted spend?**

Visit [Timely-Health.com](https://Timely-Health.com) to learn more.



**Timely**  
by DrFirst

<sup>1</sup> Marie T Brown, Jennifer K Bussell. Medication Adherence: WHO Cares? Mayo Clin Proc. 2011 Apr;86(4):304–314. doi: 10.4065/mcp.2010.0575

<sup>2</sup> DrFirst Data