

SUCCESS STORY

Delivering at Critical Moments

Real-world results from pharma companies using Timely by DrFirst.



The Challenge: Missed Moments Reduce Impact

When a patient abandons their prescription, it's not just a missed fill—it's a missed opportunity. A miss for the patient's health. A miss for the provider's care plan. And a miss for the pharmaceutical brand.

Despite robust provider and patient support efforts, engagement often happens too late or in the wrong channel. The result?



25%
new prescriptions
never filled.¹



50%
medications not
taken as prescribed.²



\$21B
healthcare industry annual
medication error cost.³

The Solution: Precisely Timed Outreach Before, During, and After Prescribing

Timely™ by DrFirst® meets these critical moments—providing information and support when it matters most. With EHR workflow-integrated engagement for providers and automated support for patients, pharma teams are transforming awareness, access, and adherence strategies with Timely.

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“Timely helped us reach patients at just the right moment with the resources they needed to access their therapy—without adding any lift to our internal team.”

Director, Patient Support Programs,
Top 20 Pharma Brand

Results: Real-World Impact From Broad to Specialty

Reinforcement Program Drives Patients to Use Copay Card at First Fill



Goal: Reduce access barriers such as out-of-pocket costs and prior authorization delays by offering copay savings to patients at critical points in the medication journey.

Outcome:

- ◆ **3%+** absolute incremental lift with 48-hour reinforcement message.⁴
- ◆ **63%** of patients used the copay card at first prescription fill.⁵
- ◆ **49%** of patients continued use with refills/renewals.⁶

Boost in First-Fill Rate of Injectable Specialty Medication



Goal: Boost the number of new patients starting therapy, speed time-to-therapy, and support long-term adherence through personalized patient experiences.

Outcome:

- ◆ **75%+** engagement of 22K NRx targeted patient reach.¹⁰
- ◆ **3.5%** absolute incremental NRx lift.¹¹
- ◆ **\$20M** gross incremental lift.¹²

Targeted Copay Campaign for Major Depressive Disorder Therapy



Goal: Improve first fills and long-term adherence in a competitive market.

Outcome:

- ◆ **70%+** patient engagement.⁷
- ◆ **>1,800** incremental TRx for both first fill and refill program.⁸
- ◆ **2.4%** absolute incremental NRx lift.⁹



The Takeaway: What Sets Timely Apart

Make an impact upstream with support for providers: Compliant, in-workflow messaging surfaces relevant resources in the EHR, at the moment of prescribing.

Engage patients with precision: Deliver personalized primary and therapeutic-specific education, copay assistance, and reminders via SMS sent from their trusted healthcare provider.

Unlock real-time visibility: Give your pharma teams actionable insights into provider and patient behavior to track and optimize impact.

Built on unmatched scale and legacy: Timely is powered by DrFirst, which has the nation's largest medication management network, with solutions that help 100 million patients a year and are used by more than 450,000 prescribers, 71,000 pharmacies, 270 EHRs and health information systems, and over 2,000 hospitals in the U.S.

Behind every missed prescription fill is a missed critical moment. Timely ensures pharma teams can act—**instantly and at scale—to improve patient outcomes and brand performance.**

Let's streamline provider and patient engagement together.

Visit [Timely-Health.com](https://www.timely-health.com) to explore how pharmaceutical brand management, market access, and patient support teams can activate behavior-based support that delivers at every moment that matters.



^{1,2} Neiman AB, Ruppar T, Ho M, et al. CDC Grand Rounds: Improving Medication Adherence for Chronic Disease Management — Innovations and Opportunities. MMWR Morb Mortal Wkly Rep 2017;66. DOI

³ Lahue, B.J., B. Pyenson, K. Iwasaki, H.E. Blumen, S. Forray, and J.M. Rothschild. 2012. "National Burden of Preventable Adverse Drug Events Associated with Inpatient Injectable Medications: Healthcare And Medical Professional Liability Costs." American Health & Drug Benefits 5(7). 1.

⁴⁻⁶ DrFirst Data