

MEETING PATIENTS WHERE THEY ARE—ANYTIME, ANYWHERE

Mobile-first solutions keep patients informed about their medications and connected to their providers.

Managing prescriptions can be challenging—from high costs to insurance hurdles to just remembering to pick up a refill. But what if patients had the answers they needed, right in their pocket?

Now, healthcare providers can deliver real-time medication support directly to patients' mobile devices, helping them stay on track, avoid delays, and improve health outcomes.



THE CHALLENGES PATIENTS FACE

With today's busy lifestyles, high out-of-pocket drug costs, and complex instructions for prescribed drugs, many patients struggle to stay on course with their medications.

BEHAVIORAL BARRIERS: WHEN LIFE GETS BUSY



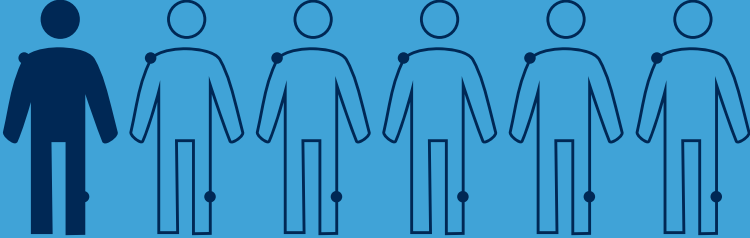
25% of new prescriptions¹ and 50% of second fills² are never picked up.



20% of hospitalizations are contributed to missed doses annually.³

FINANCIAL BARRIERS: HIGH COSTS & COVERAGE GAPS

Nearly 50% of patients report surprise costs as the reason for not picking up prescriptions.⁴



1 in 6 patients with COPD report missing a dose, lowering a dose, or delaying a prescription fill for financial reasons.⁵



44% of patients prescribed a biologic have experienced a prior authorization delay or denial.⁶

EDUCATIONAL BARRIERS: LACK OF UNDERSTANDING



1 in 5 adults aged 40-79 take 5 or more prescriptions drugs.⁷



The average doctor visit lasts approximately 15 minutes.⁸

DRFIRST PROVIDES SOLUTIONS

Optimal health outcomes, lower readmissions, and maximum reimbursements depend on engaging with patients and connecting them to the right resources in the moment.

DrFirst patient engagement puts timely notifications at patients' fingertips by sending personalized information to their mobile devices, easing the journey from prescribing to pick up.

FINANCIAL RESOURCES

Financial programs and copay cards offer **cost-saving options** to reduce out-of-pocket burdens.



Easing "sticker shock" at the pharmacy counter reduces prescription abandonment.

REAL-TIME UPDATES



Notifications about prior authorization status for specialty medications **keep patients in the loop** and offer steps to take if denied.

Transparency into the insurance process reduces stress and **speeds time to therapy.**

EDUCATIONAL RESOURCES

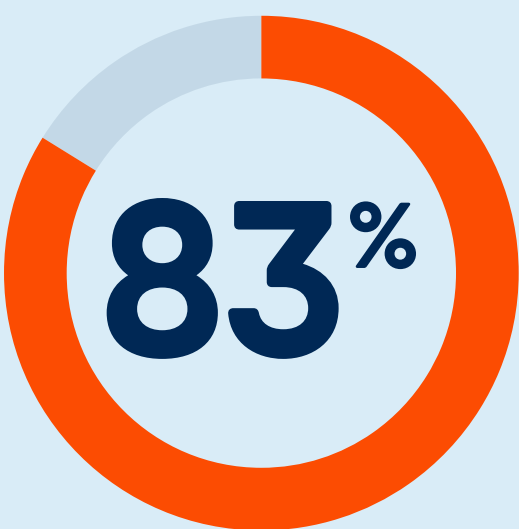
Easy-to-understand content—from how to properly use medications to explanations of therapy benefits—**empowers patients at every step.**

Pickup reminders and pharmacy information urge patients to **start their new medications.**



MEASURABLE IMPROVEMENTS

With a simple SMS message, healthcare providers keep patients informed and supported with personalized mobile messaging throughout the medication management journey. Our customers report the following results:⁹

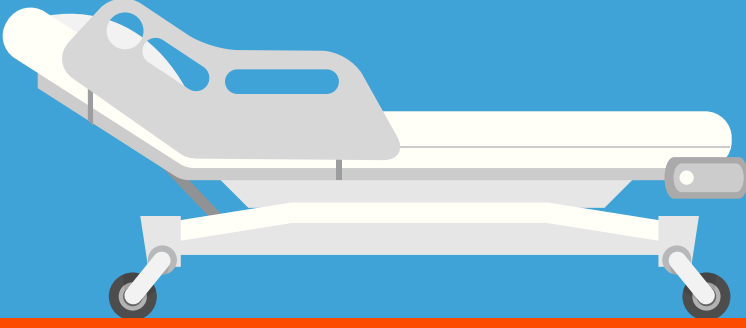


Engagement rate: Patients actively interact with secure messages.

Up to 10% increase in first-fill rates: Prescription fills improved across all therapeutic classes.



6% lower odds of 30-day readmission: Patients with congestive heart failure improved prescription fill rates and reduced readmissions in a 25-month study.



94% positive feedback: Patients appreciate the personalized and helpful service.

BETTER ENGAGEMENT, HEALTHIER PATIENTS

DrFirst patient engagement makes it easier for patients to start and stay on therapy and manage their health effectively. Learn how health systems and EHR vendors can empower patients, reduce readmissions, and improve outcomes.

VISIT [DRFIRST.COM](https://drfirst.com) TO EXPLORE OUR SOLUTIONS ▶

Review your prescription from Dr. Grey's office now:
<https://rxinform.com.org/m/qiw>
Reply STOP to opt out.
Responde SI para Espanol.

Sources:

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