

## From Missed Moments to Meaningful Impact

How pharmaceutical companies are increasing awareness, access, and adherence.



### The Problem: Critical Moments Are Missed

Every prescription journey is defined by **brief, high-impact moments** before, during, and after prescribing. Too often, **these moments are missed**.



**25%**  
of new prescriptions aren't filled.<sup>1</sup>



**50%**  
of medications aren't taken correctly.<sup>2</sup>



**\$21B**  
lost to medication errors annually.<sup>3</sup>

#### Why?

- Providers lack real-time therapy and benefit visibility.
- Patients face delays and confusion, leading to drop-off.
- Pharma support programs aren't seen when it matters.



### The Solution: The Timely Difference

Timely by DrFirst is an end-to-end engagement platform that aligns providers, patients, and pharmaceutical support at the critical moments that matter.

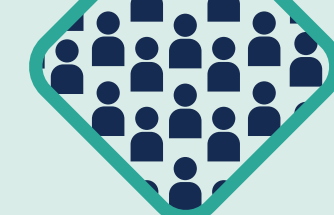
**Powered by the DrFirst medication management network, the largest in the nation:**



**270+** EHRs & **2,000** hospitals.<sup>4</sup>

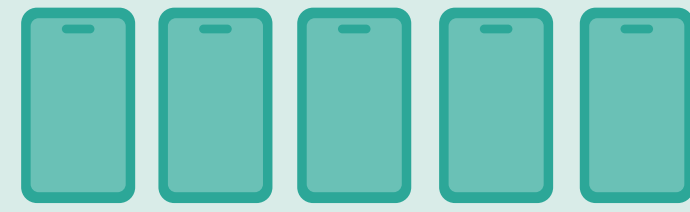


**500M** prescriptions per year pass through the network.<sup>5</sup>

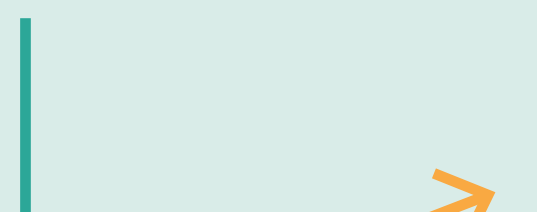


Reaching **110M+** patients annually.<sup>6</sup>

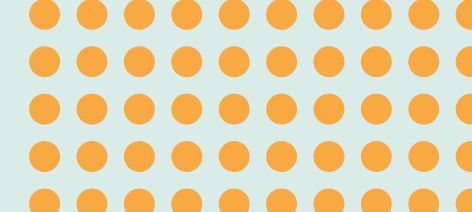
#### Timely achieves real results:



**85%**  
patient engagement rate.<sup>7</sup>



**3-5%**  
increase in prescription fills.<sup>8</sup>



**<1%**  
opt-out rate.

## Impact Across the Medication Journey

**Deliver support and resources at the precise moment when it matters most.**

### AWARENESS

**Challenge:**  
Providers have **18 min** per visit.<sup>9</sup>



#### Solution:

Timely delivers copay and therapy info in-EHR and supports patients with relevant primary and therapeutic-specific options.

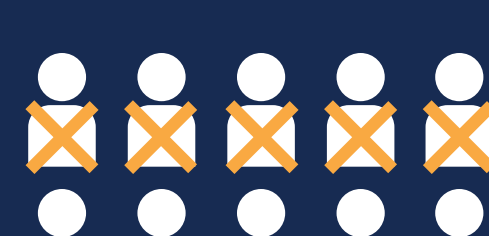
#### Result:

**40%+** prescribing increase when copay is shown.<sup>10</sup>



### ACCESS

**Challenge:**  
**93%** of doctors say prior authorization (PA) impacts outcomes.<sup>11</sup>



#### Solution:

Timely supports electronic PA and specialty pharmacy selection, and sends automated SMS reminders and status updates to the patient.

#### Result:

**2.4%** TRx lift in competitive markets.<sup>12</sup>



### ADHERENCE

**Challenge:**  
**50%** of patients don't adhere to therapy.<sup>13</sup>



#### Solution:

Timely sends patients educational information, copay help, and renewal reminders from a trusted source, their provider.

#### Result:

**63%** of patients used a copay card on first prescription fill.<sup>14</sup>



**Up to 10%** therapy or prescription adherence.<sup>15</sup>



**95%** patient satisfaction.<sup>16</sup>



## How Timely Works

Timely delivers automated engagement at every critical moment, empowering providers and patients without adding complexity.



**EHR in-workflow provider messaging** at the point of prescribing.



**SMS from trusted healthcare provider** = no opt-in barriers.



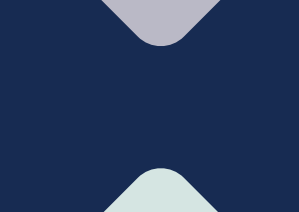
**Real-time data** fuels adaptive engagement.

## Built for Every Pharma Team

Augment your pharmaceutical programs with Timely, adapting to meet specific goals through a consultative, flexible approach.



**Brand Management:** Boost awareness and early fills.



**Patient Support:** Reduce drop-off, support affordability.



**Market Access:** Track and adapt program impact in real time.



**Timely**  
by DrFirst

**Discover Why 16 of the Top 20 Pharmaceutical Companies Trust Timely.**

Visit [Timely-Health.com](https://www.timely-health.com)

<sup>1-2</sup>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  
<sup>3</sup>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.  
<sup>4-8</sup>DrFirst data  
<sup>9</sup>Neprash HT, Everhart A, McAlpine D, Smith LB, Sheridan B, Cross DA. Measuring primary care exam length using electronic health record data. Medical Care. 2020;59(1):62-66. doi:10.1097/mlr.0000000000001450  
<sup>10</sup>Up to 40% increase in HCP prescribing behavior with in-workflow copay saving messages - DrFirst data  
<sup>11</sup>AMA survey shows physicians, patients heavily burdened by prior authorization, Jun 20, 2024 -  
<sup>12</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>13</sup>DrFirst data  
<sup>14</sup>Prescription Fill Data Analysis  
<sup>15</sup>Bizmatic and DrFirst Partner to Boost Medication Adherence