

# Prescription Abandonment Hurts

How medication adherence adds up:  
 If  $x = \# \text{ days on therapy}$  and  
 $y = \# \text{ of days prescribed therapy}$   
 then:  
 Adherence is  
 the sum of  $\frac{x}{y} \times 100$   
 if the sum is  $\geq 80\%$ <sup>1</sup>

There's a medicine for most anything that ails us.  
**6,800** prescription medications now available in the U.S.<sup>2</sup>  
**50** new therapies launched in 2021<sup>3</sup>

Raise your hand if you're on...

7 out of 10 Americans take 1 Rx

6 out of 10 Americans take 2 Rx

**WARNING!**  
 - 125,000 deaths in 2021<sup>4</sup>  
 - A new leading cause of death in the U.S. by 2030<sup>5</sup>  
 (surpassing diabetes, influenza, pneumonia, and kidney disease)  
 NON-ADHERENCE  
 100MG

The side effects of non-adherence are killer

Studies show 1 in 4 new prescriptions are never filled

leading to... **↑50%** Treatment Failures  
 impacting... **↑25%** Hospitalizations

**FACT:**

Half of Americans (50%) don't take their medication as prescribed, according to the CDC.

**TRUTH:**

If medication adherence were a disease, it would be an epidemic.

The secret to medication adherence is no secret at all. It's quite simple.



• People will take medications they can afford.

• People will take medications they understand.

• People will take medications they remember to pick up.

**Sticker shock at the pharmacy:**  
 Half (49.5%) of consumers say surprise over cost led them to leave without their Rx



**\$300B**

Revenue loss: U.S. pharma

An estimated \$300 billion will be forfeit by the U.S. pharmaceutical industry this year alone due to persistent, pervasive adherence challenges – threatening pharma's ability to develop new, lifesaving therapies:

Adherence Starts Here



**At the Point of Inception**

The make-or-break moment between a provider writing a new electronic prescription and the patient picking up the medication at the pharmacy.

Where is the point of inception? Where the stakes are highest.

**Point of Inception**  
 That's where you'll find **Timely** by DrFirst

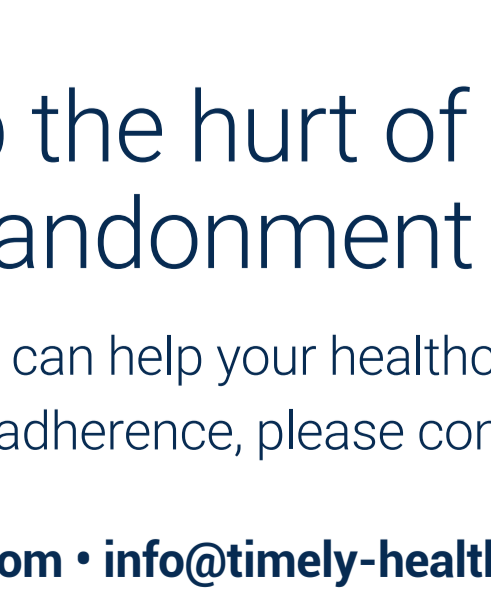
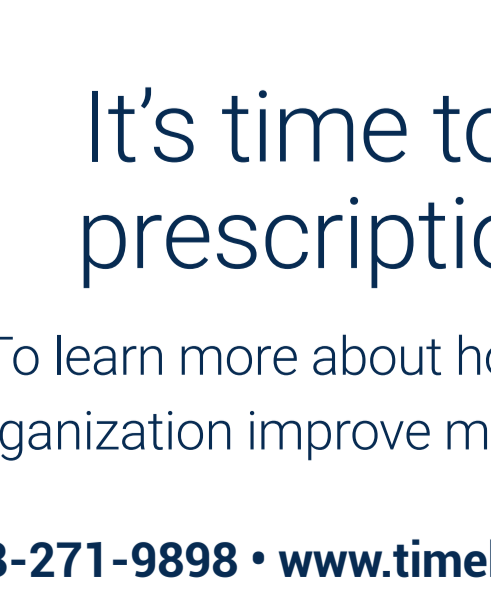
**Timely** by DrFirst

Timely is unique in its ability to bridge the gap between prescriber and pharmacy. Personalized mobile communication extends the reach of prescribers to keep patients engaged with treatment and adherent to their medication.

- Clinical education
- Personalized reminders
- Financial support
- Patient access

The right information, to the right patient, at the right time.

Timely is improving medication adherence in partnership with life science brands by keeping patients engaged throughout the therapeutic journey.



**FACT:** Adherence starts at first fill.

**TRUTH:** Timely has delivered improved adherence by >10% for our partner brands

It's time to stop the hurt of prescription abandonment

To learn more about how Timely can help your healthcare organization improve medication adherence, please contact:

888-271-9898 • [www.timely-health.com](http://www.timely-health.com) • [info@timely-health.com](mailto:info@timely-health.com)



**Timely by DrFirst** is a personalized mobile communication experience that works to improve medication adherence in partnership with life science brands. Built on the strength of e-prescribing pioneer DrFirst's EHR integration, Timely extends the reach of prescribers to support the patient journey where and when it matters most – at the point of inception, when a patient is making the decision to start and maintain treatment.

1. <https://sep.yimg.com/ty/cdn/epill/pdcmpr.pdf?r=16691530908>  
 2. <https://www.ncbi.nlm.nih.gov/books/NBK519065>  
 3. <https://www.igvia.com/insights/the-igvia-institute/reports/the-use-of-medicines-in-the-us#:~:text=A%20total%20of%206.3%20billion,day%20for%20chronic%20therapies>  
 4. <https://www.cidsa.org/publications/x-cenda-summary>  
 5. <https://www.westhealth.org/press-release/study-predicts-1-million-deaths-due-to-high-cost-prescription-drugs>