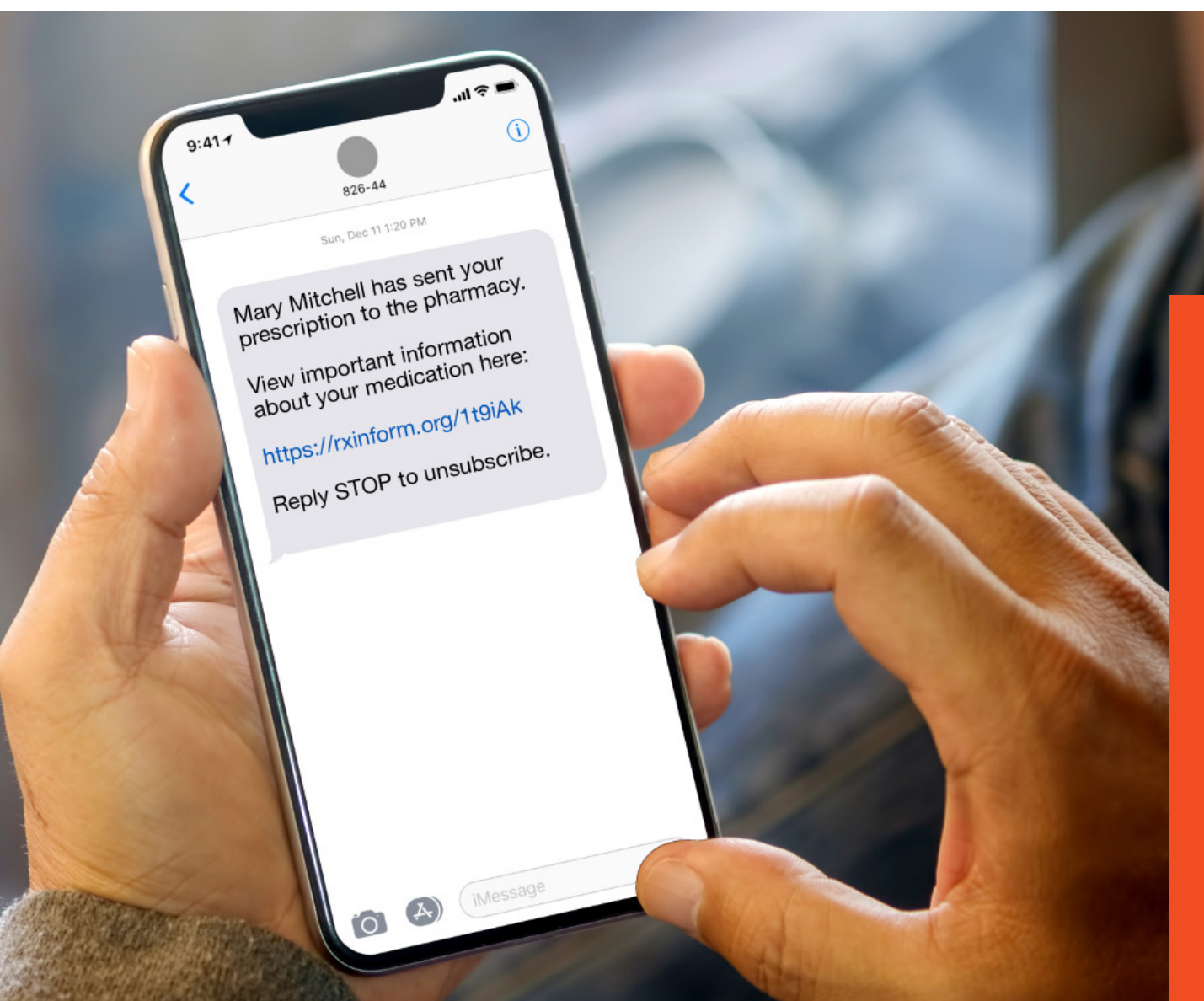


Mobile Messaging Meets Patients Where They Are

Rx Pickup Reminders, Coupons, and Education Improve Patient Engagement

www.drfirst.com



Can new technologies compel patients to follow through on medication and treatment therapies? The evidence says yes! One study found 75% of patients clicked the link in a secure message to learn more about a new prescription, with a 10.6% increase in medication adherence for those who clicked through versus those who didn't.¹



Breaking Down Barriers to Adherence

Common barriers can prevent patients from taking their medications as directed. Patients may forget to pick up prescriptions, or they can't afford a medication, or they get confused about the instructions from their last office visit.

The detrimental impact this has on patients' health makes it vital to find innovative ways to reinforce provider recommendations after the patient leaves the exam room. Also vital: doing so in a way that isn't a burden on providers or their staff.

With RxInformSM integrated in DrFirst's e-prescribing and medication management platform or added to your existing e-prescribing system with a few simple APIs, providers can encourage compliance. When a provider prescribes a new medication, RxInform triggers a message with a link to pharmacy information, educational material about the prescription, and an option to schedule a pickup reminder.



Messaging Gets a Thumbs Up From Patients

Since 2018, RxInform has helped more than 50 million patients, with over 90% positive scores and an opt-out rate of only 0.3%.² Clearly, patients welcome these messages from their providers, presenting new opportunities to nurture patient relationships and build loyalty.

"Most people today are accustomed to receiving these types of notifications on their mobile devices, and patients increasingly expect this convenience from their healthcare providers as well," says Eric W. Weidmann, M.D., Chief Medical Officer at CompuGroup Medical (formerly eMDs). "Providers using the CGM eMDs EHR have this functionality available via DrFirst's RxInform, which is built into the prescribing module. During a recent period of 14 weeks, over 2.5 million messages were sent to patients, with more than half of them clicking the link to view personalized information. Patients reported a 94% satisfaction rate with the service."

[**Read Dr. Weidmann's blog post.**](#)

THE MEDICATION NON-ADHERENCE CRISIS



25% of new prescriptions and 50% of second fills are never picked up by patients.³



125,000 avoidable deaths and 10% of hospitalizations are attributed to non-adherence every year.⁴



Medication non-adherence costs the U.S. healthcare system **\$100 to \$290 billion per year.**⁵



REAL RESULTS WITH



Providers used RxInform to handle over **80 million prescriptions** and send messages to over 17 million unique patients in the last year.



RxInform handled **over 2.5 million prescriptions and 1.4 million patients per week** over the past three months.



RxInform helped over **1 million patients fill prescriptions with a cash discount card** in the last year.



RxInform has over **90% satisfaction rate** with over 50 million unique patients helped since 2018.

Source: DrFirst Data



Reducing Diabetes Complications With Care Plan Compliance

A recent article by Thomas Sullivan, M.D., points out that strict management of diabetes can make a huge difference in reducing patients' risk of complications. Yet the Association of Diabetes Care & Education Specialists found half of all people with a chronic disease such as diabetes do not take their medications as prescribed, and more than 20% of all new prescriptions are never filled.

With an automated messaging platform, providers not only encourage patients to pick up prescriptions, but also reduce financial barriers with links to cost-saving coupons for prescribed drugs. Patients with diabetes have the potential to save an average of more than \$600 a year on their diabetes medications, according to a DrFirst analysis of nearly 800,000 prescriptions written for more than 350,000 patients over eight months in 2020.

[Read the full story.](#)



Reaching Patients Beyond the Exam Room

During the pandemic, patients grew accustomed to providers engaging with them remotely by offering virtual visits and sending information to their mobile devices. COVID-19 accelerated adoption of digital solutions to access educational and financial resources, with 42% turning to digital tools for the first time, and 60% saying they would continue to do so post-pandemic.⁶

"Doctors need to work on increasing patient engagement, and they can do that by automating certain interactions, such as text messages that remind the patient to pick up prescriptions and give the doctor feedback, so they know if the patient followed through," says G. Cameron Deemer, President of DrFirst.

[See the white paper for more.](#)

[See more about how a partnership with DrFirst can drive treatment compliance, patient engagement, and satisfaction.](#)



About DrFirst

Since 2000, DrFirst has pioneered healthcare technology solutions and consulting services that securely connect people at touchpoints of care to improve patient outcomes. Headquartered in Rockville, Maryland, DrFirst creates unconventional solutions that shatter information silos and solve care collaboration, medication management, price transparency, and adherence challenges in healthcare. Our technology can be used as stand-alone solutions or integrated within the workflow of electronic health records and health information systems. DrFirst solutions are used by nearly 260,000 prescribers, 71,000 pharmacies and pharmacy systems, 300 EHR, HIT, and software partners, and 2,000 hospitals and healthcare systems in the U.S. and Canada.

Our growth is driven by our commitment to innovation and our passion for improving healthcare by connecting providers with the information they need, exactly when they need it. The Healthiverse™ is our vision of a healthcare universe where everyone is connected in real time to each other and to the information they need, so patients get the best care. The vast Healthiverse includes patients and family caregivers, medical professionals, hospitals, pharmacies, EHRs, payers, HIEs, pharmaceutical companies, and more.

At DrFirst, we consider ourselves Guardians of the Healthiverse—dedicated to creating revolutionary products and services that close the gaps between information and people so that all sectors in healthcare can create better outcomes together.

Sources:

1. Monoclonal antibody drug case study: Injectable medicine used to treat psoriatic arthritis, ankylosis spondylitis, and plaque psoriasis, DrFirst internal study
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5. Annual Reviews Pharmacology and Toxicology (2019)
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