The journey to medication adherence begins at your practice. Many patients face obstacles after receiving a new prescription, including:

• Anxiety over high copays and deductibles
• Concern about side effects or efficacy
• Procrastination in picking up their medication

The Solution—Engage Patients As Soon As Possible
Your e-prescribing software now offers a proven solution designed to increase fill rates by engaging patients minutes after their new prescriptions are sent to the pharmacy.

How It Works
Patients receive a text message (SMS) that guides them to a secure website designed to tackle prescription abandonment by:

• Reducing financial barriers—offering copay assistance for brand or generic drugs
• Addressing clinical concerns—delivering educational videos and information on the medication
• Minimizing procrastination—providing the ability to schedule the prescription pickup

Increase Patient Satisfaction
Thousands of practices nationwide have rolled out this solution, achieving a 96%+ patient satisfaction.¹

25% OF NEW RETAIL PRESCRIPTIONS ARE NEVER FILLED²

Regular E-prescribing
25% Abandoned

E-prescribing with Patient Engagement
20% Abandoned

¹ Prescription Fill Data Analysis, DrFirst, 2018
² Why You Need to Take Your Medications as Prescribed or Instructed, FDA.com

Learn how DrFirst helps improve patient medication adherence. Call us at (866) 263-6511 or visit us at www.drfirst.com.