Solving Prescription Abandonment
A Widespread Problem Affecting Your Patients and Your Practice

The Problem:

25% of new retail prescriptions are never filled.1

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 with financial assistance for brand or generic drugs
- Addressing clinical concerns with educational videos and information on the medication
- Minimizing forgetfulness and procrastination with the ability to schedule reminders to pick up their medication

The Impact: Increase Patient Satisfaction

Thousands of practices nationwide have rolled out RxInform:

- More than 5 million patient ratings
- 90%+ patient satisfaction2
- Less than 1% opt-out

RxInform Improves Medication Adherence Up to 10%3

Regular E-Prescribing

25% Abandoned

E-Prescribing with Patient Engagement

15% Abandoned

1 Why You Need to Take Your Medications as Prescribed or Instructed, FDA.com
2 3 Prescription Fill Data Analysis, DrFirst, 2022

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