



Timing is everything

Reach providers and patients at the point-of-care and beyond.



Impacting Adherence Right Where it Hurts

There is a point in every patient journey that either leads to optimal outcomes or to an abandoned prescription at the pharmacy and the risk of serious health problems. What if your brand knew where and when that moment was coming and could be there, precisely where the stakes are highest? By providing the right information and resources at the right time, brands can empower patients to achieve healthier outcomes with measurable results.

Every patient encounter that results in a new prescription is an opportunity for improved outcomes. For life science brands in the U.S., that's 1.2 billion chances each year to take back what's being lost to non-adherence: 125,000 deaths, up to 50% of treatment failures, 25% of hospitalizations, and \$300B in industry revenue.

The struggle for many brands isn't whether or not to invest in adherence solutions, but rather, finding a digital strategy with deep integration and enough reach to drive results at scale.

At the Point of Inception

The most critical moment in the therapeutic journey is when a patient is making the decision to start and maintain treatment. Whatever does – or doesn't -- happen in this make-or-break moment is what leads to 1 in 4 new prescriptions in the U.S. never being filled.

Timely partners with life science brands starting here, at the "point of inception" – the space between a provider writing a new electronic prescription and the patient picking up the medication at the pharmacy.

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.

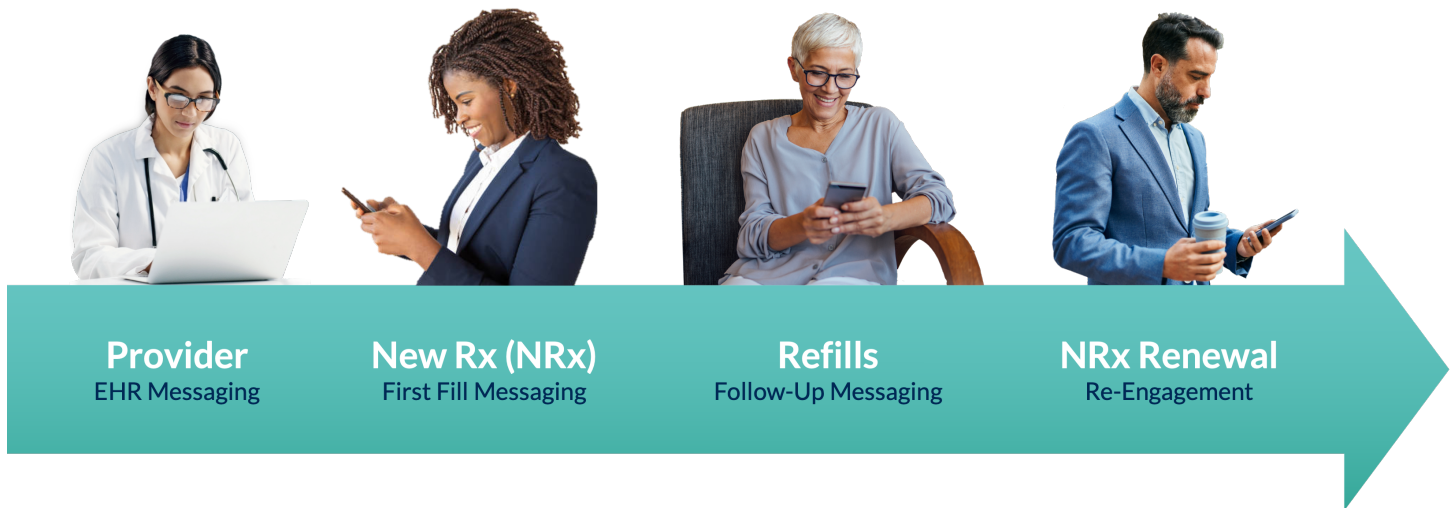


Addressing Key First-Fill Barriers

Timely delivers the clinical education patients need to be informed about their medication, the financial support to aid affordability, and the personalized behavioral reminders at critical points in the therapeutic journey—from first fill to renewal—to help patients stay on course with their provider's treatment plan.

We're improving medication adherence for all the patients we engage; as much as 14% for some in the last year. Partner brands see an immediate 15% improvement in patient engagement, on average, from that first SMS text message delivered in support of a new prescription.

An End-to-End Solution Across the Patient Journey



Engagement Performance that Matters

4 million
Patient Engagements
per Week

99%
Patient
Retention

70%
Sustained Patient
Engagement

Powered by DrFirst.

Timely is built upon DrFirst's trusted foundation of electronic medication management. Since 2000, DrFirst has pioneered healthcare technology solutions and consulting services that securely connect people at touchpoints of care to improve patient outcomes.

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