

Optimize Rx

Place your brand
where the HCP is
prescribing: **the EHR**





Your Co-Pay Program Only Works If It's Used

Studies show that physicians are more likely to prescribe a brand if they are aware that a savings offer is available for their patients. Additionally, studies show co-pay programs increase first-time prescription fill rates and overall medication adherence. Because of that, co-pay assistance programs are a key promotional strategy for almost every brand and are highly valued by healthcare providers and patients.

However, for your co-pay program to work, it must be used.

Traditional promotional channels, such as field sales teams and online marketing, are becoming less effective as physicians are shifting their attention to digital channels integrated into the EHR.

Point-of-care prescription solutions are delivering promotions, such as co-pay programs, where physicians want them—in the EHR.

Co-pay programs have also been highly effective at increasing awareness and growing total prescription (TRx) rates. It's time to consider the EHR co-pay program proven to work.

CO-PAY PROGRAMS DRIVE BRAND TRx LIFT

As out-of-pocket costs increase, consumers are less likely to fill their prescriptions. A survey by CVS Caremark of more than 2,400 of its retail pharmacists reveals that 62% believe the high cost of drugs is the biggest reason why patients do not fill their prescriptions. The pharmacists estimated that, during a year, nearly one third of their customers decide not to fill a prescription due to price.¹ It therefore comes as no surprise that brand marketers created programs to decrease patients' financial burdens.

Healthcare providers highly value financial assistance and co-pay programs; so much so, that when appropriate for the patient, providers prefer a brand with a co-pay program. CMI/Compas, a communications media company, conducts an annual study of promotional preferences across 10 physician specialties. In this study, physicians place a high value on patient assistance and co-pay programs.

Over 75% of all physicians ranked co-pay programs as high value with many specialties giving these programs the highest ranking.²

	Financial Assistance	Vouchers/Coupons
All Physicians	80%	76%
Cardiology	94%	90%
Dermatology	87%	87%
Gastroenterology	90%	85%
Neurology	81%	73%
OB/GYN	89%	80%
Oncology	84%	74%
Ophthalmology	89%	85%
Primary Care	81%	76%
Psychiatry	77%	84%
Urology	87%	88%

¹ CVS Health, Adherence Insights Report, Fall 2014.

² CMI/Compas, Media Vitals™, July 2015.

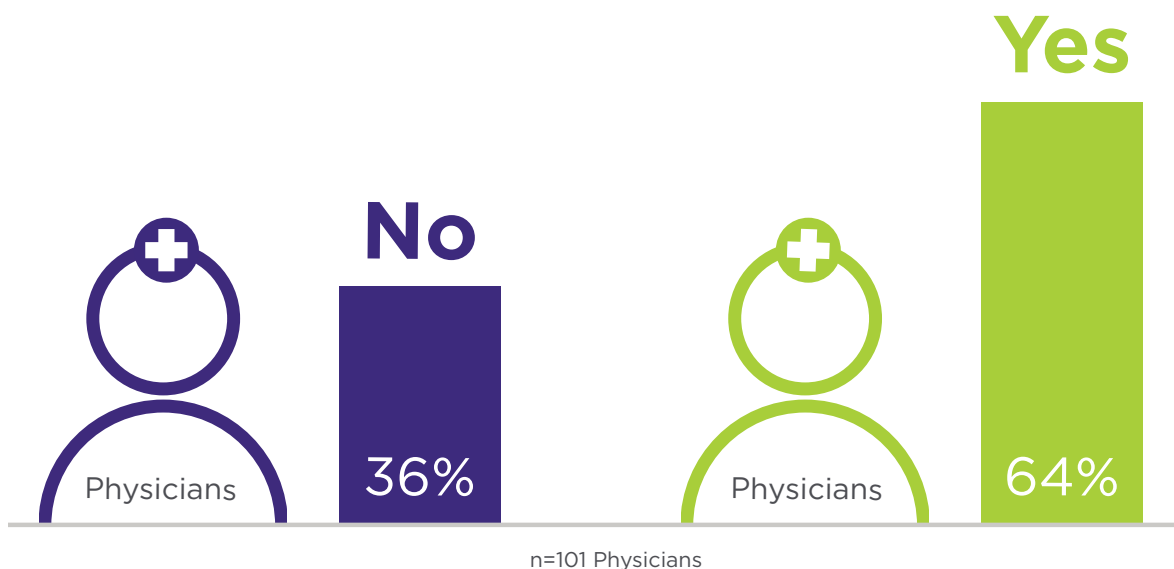
BRAND LOYALTY ALSO INCREASES FOR DRUGS THAT OFFER A CO-PAY PROGRAM

Zitter Health Insights Co-Pay Offset Monitor found that 64% of physicians indicate that they have prescribed a drug solely due to the co-pay program.³

Co-pay offset programs' influence on physician prescribing



Have you ever prescribed a drug with a co-pay offset program solely due to something related to the co-pay offset program?



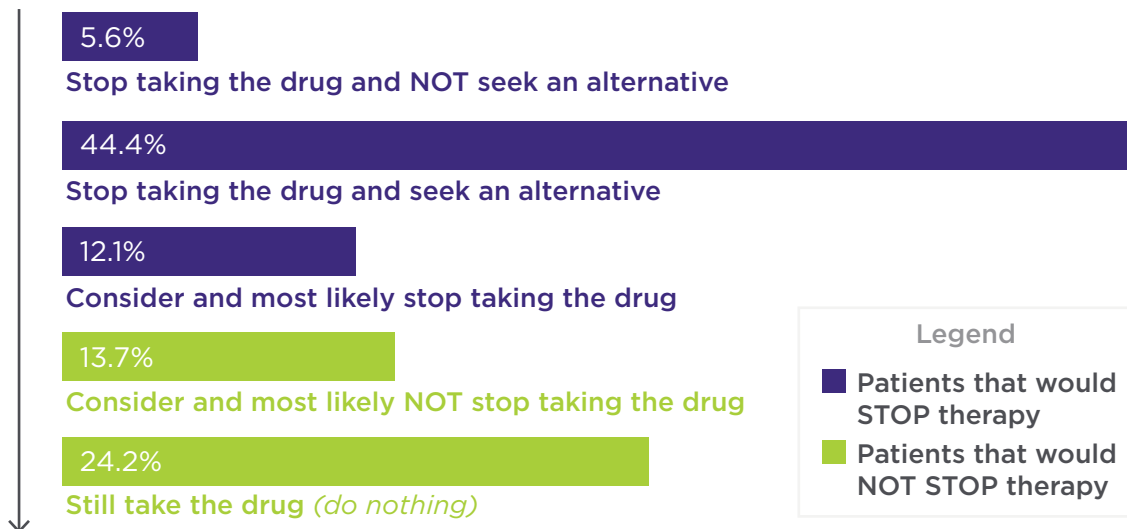
³ Zitter Health Insights, Optimizing Your Co-Pay Offset Program Strategy, April 2013.

PATIENT BENEFITS OF CO-PAY PROGRAMS

The increase in physician prescribing seen with co-pay programs is only half the value story. Patients report that co-pay programs help them be more compliant in taking their medications. In the same Zitter Health Insights study, 60% of patients reported they would stop taking their drug if the co-pay program ceased to exist. This led Zitter to estimate that 60% of brand sales are attributable to a co-pay program.³



If you were no longer able to get the co-pay offset program benefit, would you:



Decreasing Sensitivity to Co-Pay Program Benefit

Summary: Patients suggest that up to 60% of patient sales could be related to co-pay assistance n=124 baseline patients (all types) • Note: 25 patients answering “not sure” excluded

Also, a study conducted by Wolters Kluwer, a leading healthcare information company, showed number of days annually that a patient spent on therapy increased by over 22%, a 60-day total increase, when a co-pay assistance program reduced out-of-pocket costs.⁴

³ Zitter Health Insights, Optimizing Your Co-Pay Offset Program Strategy, April 2013.

⁴ Wolters Kluwer PTD July 2010 - June 2011, Amundsen Analysis.



CO-PAY PROGRAMS ONLY WORK IF THEY GET USED

The more aware physicians are of your co-pay program, the more likely they will prescribe your brand. Furthermore, the more prescriptions dispensed with your co-pay program, the greater the increase in patient adherence.

However, traditional promotional channels for co-pay programs, such as field sales teams and online marketing, are decreasing in effectiveness as the physicians' digital preferences change.

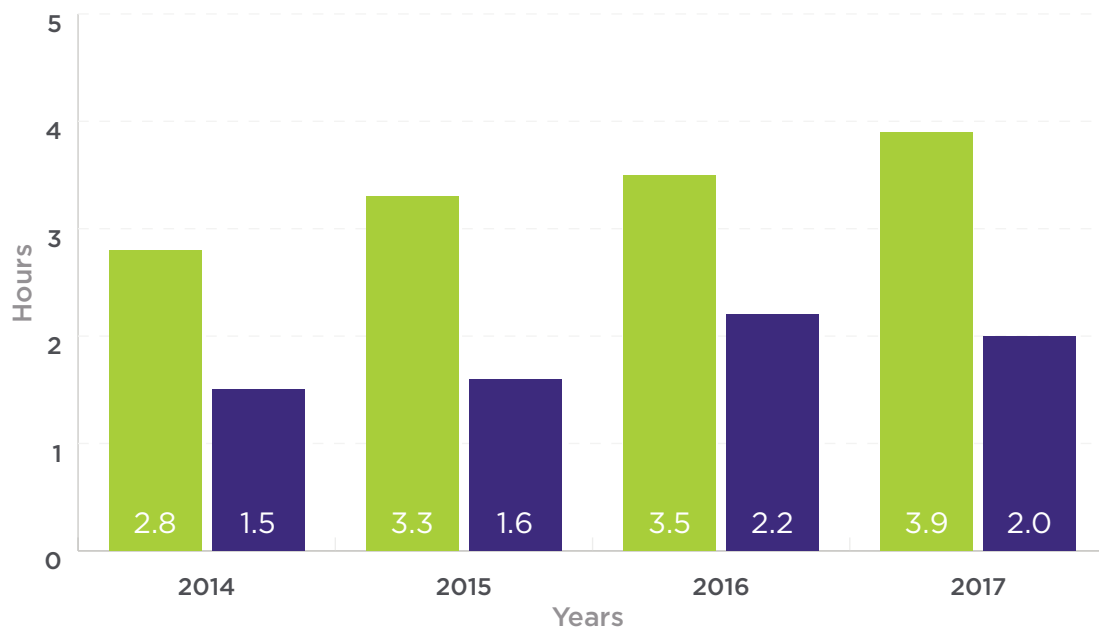
Field sales teams increasingly lack the access to raise awareness and distribute co-pay materials. ZS Sales and Marketing reports that only 44% of physicians allow access to pharmaceutical representatives; a decrease from 80% in less than 10 years.⁵

⁵ ZS Sales and Marketing, *AccessMonitor™* and *AffinityMonitor™* 2016 Executive Summary, 2016.

SHIFT IN DIGITAL INFORMATION SOURCES

Online marketing through branded websites is also decreasing in effectiveness as physicians' use of digital information sources shifts. Physicians are now using their Electronic Health Record (EHR) more and more to meet their information needs. Physicians now report using their EHR almost twice as much as other digital resources for professional purposes.⁶

Hours spent conducting professional activities on a typical workday



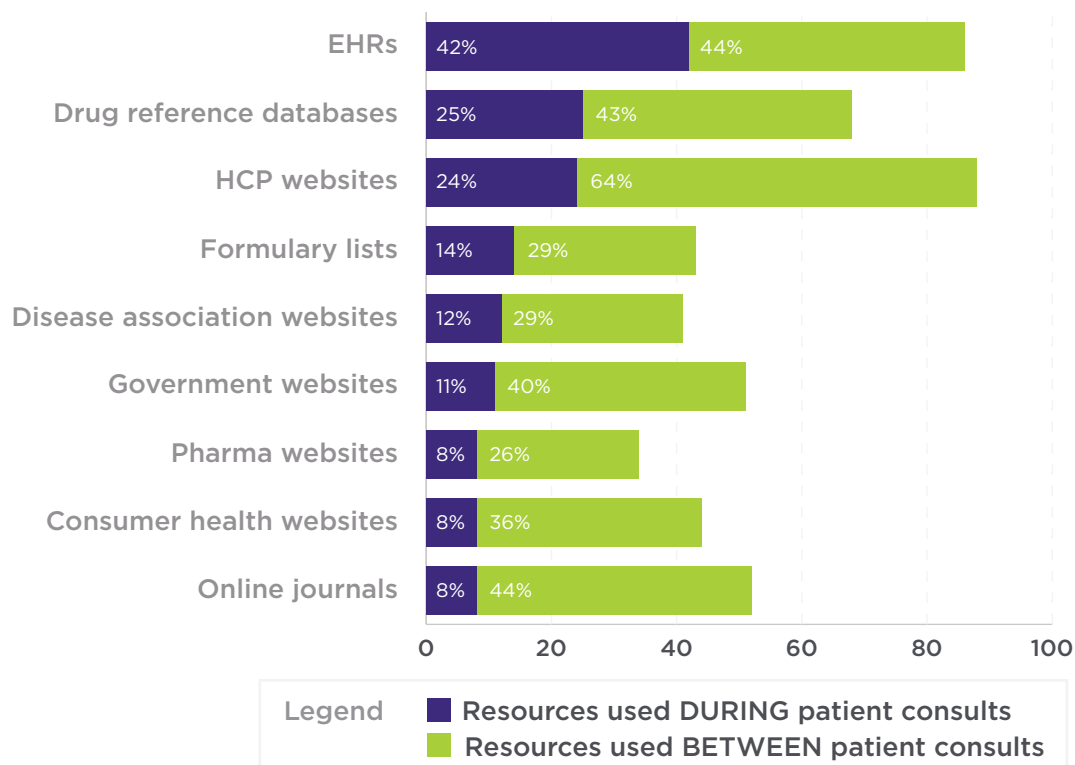
Legend ■ Using EHR ■ Using digital resources* for professional purposes

⁶ Decision Resources Group (DRG), Taking the Pulse US 2017, April 2017.

INTEGRATING INTO THE PRESCRIPTION WORKFLOW COULD BOOST YOUR CO-PAY PROGRAM RESULTS

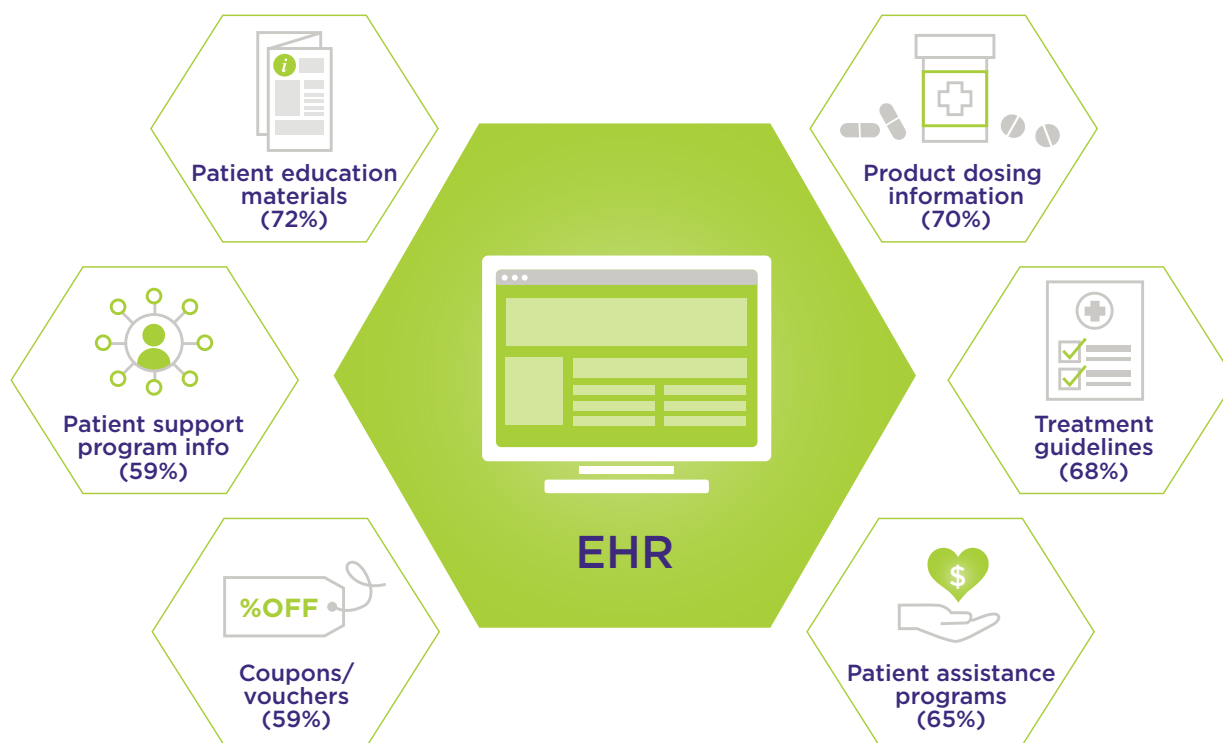
The growth of EHR and ePrescribing platforms has forever changed how a physician spends their day. Almost every physician in the US is using an EHR and ePrescribing. The EHR has become the top digital resource used by physicians. According to DRG's Taking the Pulse survey, the EHR is a crucial resource used during and between patient consults. Physicians report using their EHR for information almost twice as much as pharma websites.


EHRs play a crucial role during and between patient consults



Physicians are also increasingly accessing co-pay programs through the EHR as more pharmaceutical brands respond to the changing needs of physicians. In the Taking the Pulse survey, 59% percent of physicians report accessing or being interested in accessing co-pay programs through the EHR.

Information HCPs have accessed or are interested in accessing from pharma inside EHR:





Pharma should work with EHR vendors, where possible, to provide patient support and financial support information within the EHR

Integrating your co-pay program into the ePrescription workflow delivers what physicians want and meets the competitive demands of the marketplace as more pharmaceutical companies offer co-pay programs through the EHR.

Integrating your co-pay program into the EHR also raises overall awareness of your program and makes it simpler to use. The physician sees the co-pay offer while ePrescribing and the offer is automatically sent with the ePrescription to the patient's pharmacist.

This seamless patient experience gets more prescriptions filled with your co-pay program, and as studies show, the increased use of a co-pay program increases the number of days that a patient is on therapy and increases your brand's sales.



Co-pay program > **EHR**

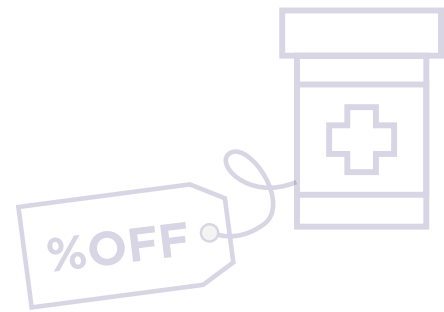
More prescriptions filled

OptimizeRx

THE LARGEST POINT-OF-PRESCRIPTION NETWORK

OptimizeRx is the pioneer of point-of-prescription solutions. We began developing the technology to execute co-pay assistance programs back in 2008. Our goal was to enable a financial message offer (eCoupon, eVoucher) to be redeemed at the exact time of dispensing without requiring a single extra step for the physician, patient, or pharmacist. Since then, we have managed hundreds of branded patient savings and educational support programs from leading pharmaceutical companies.

The physician is alerted in their ePrescribing platform of the availability of your co-pay program when they select your product. The financial offer is **automatically sent with the prescription to the patient's pharmacy** where the offer is redeemed automatically as the prescription is dispensed.



Our simple user experience means that your brand's prescriptions with an OptimizeRx financial offer eCoupon are handled exactly the same as any other prescription.

OptimizeRx

WIDELY AVAILABLE IN THE EHR

OptimizeRx is the nation's leading provider of digital health messaging via electronic health records. The company's network is comprised of leading EHR platforms like Allscripts, NextGen, New Crop, and Amazing Charts, which provide more than half a million healthcare providers access to these benefits within their workflow at the point of care. This wide distribution provides you with unmatched access to prescribing healthcare providers and increases the overall effectiveness of your co-pay programs.

It also takes less time, effort, and overall cost to use OptimizeRx. Traditional promotional methods require you to print, ship, and distribute co-pay and voucher materials just to get your program into the physician's office and hope that they are remembered and used. You incur all promotional costs, no matter how many cards or coupons are actually redeemed.

With minimal upfront effort and cost, you can immediately leverage our network of over

500,000
prescribing healthcare providers



Your OptimizeRx program can also include promotional components such as patient education and pull-through pieces to promote your company's commitment to patient access and affordability.

OptimizeRx

PROVEN TO WORK

OptimizeRx programs are also easy to measure. You can track prescribers' utilization of your co-pay program and the effectiveness in generating a prescription. This is almost impossible to do with other channels unless they are redeemed, which is generally a very low occurrence. We provide custom dashboards and reports that provide real-time information on your program's results.

Many of our pharmaceutical clients have conducted independent return on investment (ROI) studies confirming that OptimizeRx profitably grows brand prescriptions through its unique promotional system. In fact, leading pharma manufacturers have experienced ROI results ranging from 300% to 1200%, proving that OptimizeRx financial messaging is one of the most effective digital tactics available.⁷

Independent studies demonstrate the effectiveness of OptimizeRx eCoupons. ⁷		
Therapeutic Area	Avg. Views/Month	Avg. ROI
Men's Health	1,096	10.6:1
Depression	32,868	8.5:1
Bone	3,088	5.6:1
Diabetes	7,693	7.2:1
ADHD	6,640	6.4:1
Smoking Cessation	3,132	7.1:1
Ophthalmology	12,129	6.1:1
Hematology	8,178	7.7:1

⁷ Studies conducted by third-party analytics: Cognizant and Ogilvy Analytics 2015, 2016 on behalf of Top 5 global pharma companies

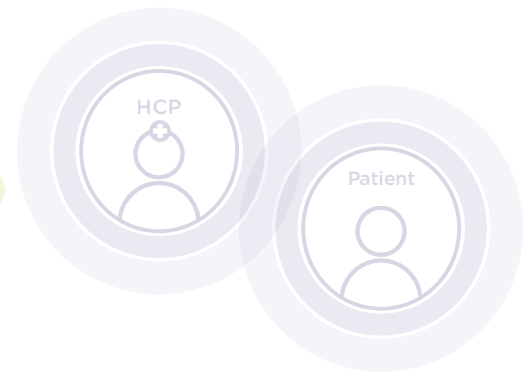
OptimizeRx

TARGETING AND COMPLIANCE IMPROVED

OptimizeRx also increases your ability to segment, target, and ensure compliance more effectively than traditional promotional channels.

Our rules-based technology can target physicians based on NPI and demographics such as **specialty** and **geography**.

OptimizeRx can also target patients based upon **prescription history**.



OptimizeRx is the new and proven way to execute your voucher and co-pay assistance programs. Our growing network of over 500,000 prescribing healthcare providers gives you unequalled access to your market, while our simple user experience means that your patient support program gets used. Finally, our suite of supportive services and solutions will increase the results of your patient support program with less time, effort, and cost.

Optimize Rx

To learn more about our capabilities, please contact:

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