

Overcome Formulary Disadvantages and Increase Adherence for Your Brands



for Pharmaceutical Manufacturers

Many pharmaceutical manufacturers are challenged to increase prescribing and improve adherence to their medications. Formulary and pricing issues means higher patient costs, which discourages prescribers and leads to pharmacy abandonment and/or poor adherence. In an increasingly competitive marketplace, any opportunity to reduce patient costs and increase adherence represents a strategic advantage.

The Solution

eVoucherRx is a leading edge adherence program that applies electronic coupons at the pharmacy to offset co-pay disadvantages. This increases the likelihood that scripts for your therapies are written, filled and taken appropriately. For your “New to Therapy” patients, who have a much greater likelihood of abandoning a prescription than one who is simply refilling, having the tools to achieve these goals is especially crucial.

Reduced Barriers to Prescribe and Fill

Physicians are hesitant to prescribe therapies with high co-pays. eVoucherRx can automatically apply co-pay reductions—based on thresholds you determine—during the dispensing process. This increases scripts written and the likelihood patients will fill and adhere to them.

Features of eVoucherRx

- “Paperless” solution using electronic coupons at point of dispense
- Neutralizes co-pay disadvantages in real time
- Easily implemented on the national and regional level
- Flexible program with variable co-pay targets and patient benefits
- Works in tandem with existing card/coupon programs
- Tools to help promote program to physicians
- Encourages “New to Therapy” patients by reducing barriers to usage

Since 2006, eVoucherRx has helped:

- More than 65 brands overcome formulary disadvantages
- Patients save on more than 2 million prescriptions
- Manufacturers increase prescribed patient adherence, with reported returns of up to 400%

Encourage Physicians to Prescribe Your Therapies

To promote your brand's co-pay savings, you'll receive templates for use in creating educational materials to inform physicians of this advantage. You can even fax patient benefit messages to pharmacies to be included with filled prescriptions.

A Win/Win/Win Solution

With eVoucherRx, physicians can set aside concerns over costs and prescribe the therapy best suited to their patient's needs. Patients benefit from lower co-pays, and with increased adherence, potentially improved outcomes. As a pharmaceutical manufacturer, you can ensure cost-effective access to your products and increased brand loyalty.

Benefits of eVoucherRx

- Increased awareness of available co-pay savings
- Increased scripts written
- Reduced pharmacy abandonment
- Improved adherence to therapy
- Increased physician and patient loyalty

Flexible Solutions Meet Your Strategic Objectives

eVoucherRx and the New to Therapy option give you powerful tools for use in a variety of strategic scenarios.

	eVoucherRx	eVoucherRx New to Therapy
LEADING BRANDS	Overcome broad formulary disadvantages in specific geographies	A highly targeted solution for enhancing market penetration nationally or in specific regions
EMERGING BRANDS	Overcome formulary disadvantages and drive increased market share	Cost-effectively acquire new patients
SMALLER BRANDS	Overcome physicians' cost barriers to prescribing and formulary position to increase prescription volume	A cost-effective means to emphasize the affordability of your brand

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