

Case Study

Boosting Scripts by 54% per HCP with EHR-Driven Co-Pay and Voucher Awareness

Challenge

A top 10 global healthcare company sought to support a diabetes brand facing a plateau in prescription growth. While initial uptake was strong, volume began to stabilize in a highly competitive market with multiple approved therapies. The brand team aimed to raise awareness of financial support programs to help more patients start and stay on treatment, but needed a more effective way to reach HCPs with this information.

Results

OptimizeRx's EHR-Integrated Financial Support Program Drives Prescription Lift and ROI

Program Duration: 6 months

54% **Average Script Lift per HCP:** Increased prescription volume through targeted engagement.

6,800 **Incremental Prescriptions:** Enhanced patient access to therapy via streamlined financial support.

7:1 **ROI:** Validated by a third-party source, demonstrating program efficiency and impact.

Impact: By integrating co-pay and voucher details into EHR workflows, improving cost transparency, and simplifying access to savings offers, OptimizeRx boosted therapy adherence and fostered meaningful patient-provider discussions about affordable care.

Solution

To help more patients access and stay on therapy, OptimizeRx developed a targeted, EHR-integrated strategy to improve awareness and utilization of financial support programs:



EHR Workflow Integration:

- Embedded co-pay and voucher information directly into the EHR at the point of prescribing.
- Enabled HCPs to send financial assistance details to the pharmacy along with the prescription and print a copy for patients.



Improved Cost Transparency:

- Made savings offers consistently visible when prescriptions were generated.
- Encouraged patient-provider conversations about medication costs and available support options.



Streamlined Program Access:

- Automatically attached savings offers to prescriptions, simplifying the process for patients to receive financial assistance.



Targeted HCP Engagement:

- Leveraged a broad network of EHR partners to precisely target high-value healthcare providers most likely to benefit from the program.