

\$90k

Median annual cost
of branded DMTs
in the U.S.

Initiation



MS OPPORTUNITY

Patient education

Timely education of providers and patients—using relevant, targeted content—can help overcome barriers to starting therapy:

Engaging providers at the right time in their workflow can help them have conversations with patients while they're together, and reinforce the importance of early treatment:

- Even mild cases of MS should be treated.
- While a DMT will not bring improvement, it will prevent or slow the disease progression.

Addressing the cost challenges of DMTs that delay treatment:

- Use the EHR to educate providers about financial assistance programs available.
- Transmit copay cards directly to the pharmacy to reduce patients' out-of-pocket costs.



MS CHALLENGE

Delayed start of treatment

Patients may delay treatment because:

- They do not receive a timely diagnosis.
- They exhibit few symptoms and think their disease is mild.
- Disease-modifying therapies (DMTs) are expensive, and insurance may not cover them.
- They fear the potential side effects.

Optimize Rx

➤ Be Present Throughout The Care Journey ◀

When it comes to multiple sclerosis (MS), there are multiple challenges that can deter patients from receiving the care they need to slow the progression of the chronic, incurable disease.

OptimizeRx supports positive patient outcomes by helping people start and stay on their doctor's recommended therapy. Our Therapy Initiation and Persistence Platform connects doctors and patients to critical resources, enabling life sciences companies to deliver educational and support programs at the point-of-care and during the most relevant, effective times within the patient journey. Learn more at www.OptimizeRx.com.