

# ScriptGuide

ScriptGuide is a proven mechanism for driving patients to fill their medications, with messaging designed to improve medication adherence and reduce prescription abandonment.

## Adherence needs improvement: ScriptGuide helps

Based on ConnectiveRx proprietary data confirmed with public sources, we know that 30% of originally filled maintenance prescriptions are never refilled, and 80% of original scripts are no longer filled after one year.

ScriptGuide program analyses show nearly a 5% average increase in new prescription fills

## Benefits to our EHR partners

Provides valuable information to patients, including savings programs when available, for prescribed medications

Non-intrusive and supportive messaging positively influences behavior

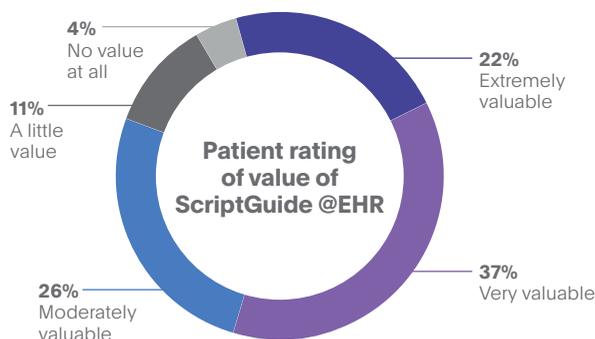
Delivered in multiple formats to meet patients' needs and preferences

ConnectiveRx conducted a survey of more than 1,000 patients in July 2017 to determine their perceptions of and preferences for ScriptGuide @EHR. We found:

**60% of patients consider ScriptGuide @EHR very or extremely valuable**

**75% of patients said they would think better of their healthcare provider if he/she gave them a ScriptGuide**

"The paper if handed to me with my prescription would make me definitely think [my providers] are watching out for me"



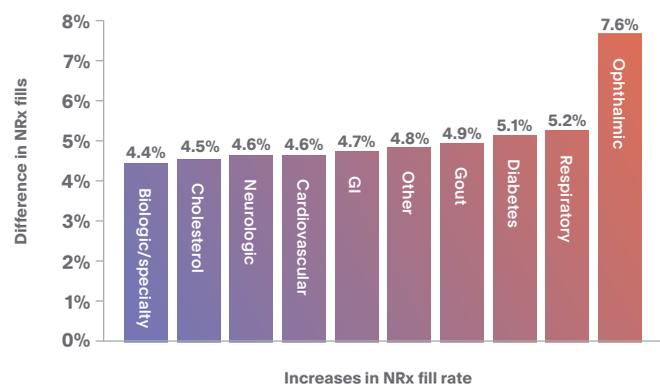
Source: ConnectiveRx patient portal survey, July 2017. n = 1,002  
Q: Based on the example provided, please rate the sheet on its value to you in managing your health (or the health of those in your care)

ConnectiveRx regularly conducts nationally randomized patient-level test vs. control analyses based on de-identified healthcare claims data at an Rx level. In this analysis of over 130 programs measured covering 25+ therapeutic categories, the result is:

## Improved new prescription (NRx) fill rates across therapeutic areas

**ScriptGuide @EHR increases fill rate by average 4.8%**

### ScriptGuide @EHR avg. Rx lift of 4.8%



Source: ConnectiveRx EHR analyses  
Measurement is based on de-identified healthcare claims data at an Rx level. Results represent >130 programs run since 2012 to December 2016. Respiratory includes asthma and allergy medications; neurologic includes medications covering depression, Parkinson's, migraine, etc.

# ScriptGuide: how it works

From within EHR workflow, information may be distributed to the patient during and after an ambulatory visit, or in the hospital at discharge, based on patient communication preferences. ScriptGuides are printed in the office or hospital in black and white, and digitally accessible via portal and text in full color.

## ScriptGuide @EHR



Personalized patient communications delivered in the doctor's office during or after office visits. Generated by actions taken in the EHR by providers. Includes educational information and savings offers, calls to action to encourage first fills and refills. Distributed to patients in multiple formats: print, portal, text.



## ScriptGuide @Hospital



Personalized patient communications delivered in the hospital at discharge. Generated by actions taken in the EHR by providers. Features financial savings offers and coupons, with first fill calls to action, to drive patient compliance after discharge. Automatically printed, then distributed to patients by discharge coordinators as patients leave the hospital.



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