

Digital Solution Helps Boost Patient Speed to Therapy



Brand Challenge

A leading pharmaceutical manufacturer was seeking a viable solution to enhance patient satisfaction and speed to therapy as it launched a new medication into market. The manufacturer wanted a benefit verification solution for patients and providers for its reimbursement model that would help limit patient drop off, especially during the pharmacy visit.

The Rx365™ Suite of Digital Solutions delivers a critical online component that offers a rapid response time and greater accuracy. This technology helps decrease the time to therapy initiation and aids in limiting patient frustration and drop off.



Removes barriers. Connects patients.
Grows brands.

Triplefin Solution

Triplefin developed a Suite of Digital Solutions, known as Rx365™, which offered a secure iFrame design that was integrated into the manufacturer's pharmaceutical brand website. Completely customizable, the manufacturer was able to infuse its logo, color palette and design elements to complement its brand.

A patient website was developed along with a separate registered website for providers. User/password protected access allowed for patient data to be pre-populated on forms and stored, making the process fast and easy.

Co-pay Connect™, part of Rx365™, provided an accurate estimate of the co-pay amount within ten seconds once valid information was entered. Many offerings use manual processes, which could take 24-48 hours, and generally provide only a range of the co-pay amount.

PA Connect™, working in tandem with Co-pay Connect™, also provided an electronic notification of a prior authorization with a pre-populated form option for added convenience.

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A third level of service was established through Triplefin's call center to better serve patients who required personal assistance. A training program was also designed according to the specific needs of the pharmaceutical brand.

The Rx365™ Suite of Digital Solutions:

- Built for scalability
- Services multiple brands
- Benefit verification in seconds
- Features prior authorization notification
- Infuses your brand identity throughout all touch points

Rx365™ enhances visibility and optimizes both the patient and provider experience by uniting the critical components necessary for creating an ongoing, successful patient adherence journey.

Triplefin, headquartered in Cincinnati, Ohio, is operating as a wholly owned subsidiary of H. D. Smith. A leading pharmaceutical brand support company for 33 years, Triplefin removes barriers to patient access and adherence with innovative products and services.

Together with H. D. Smith, Triplefin provides an end-to-end solution that includes the Rx365™ Suite of Digital Solutions (benefit verification and prior authorization), patient assistance, patient reimbursement and patient adherence programs, co-pay and voucher solutions, sample fulfillment and sampling solutions, pharmacy services, third party logistics and the national Specialty Pharmacy Nursing Network (SPNN).

Today, more than 50 pharmaceutical manufacturing companies (including 11 of the top 15), representing more than 150 brands across multiple therapeutic categories, have partnered with Triplefin to create strategic programs for patient access.

Please visit www.triplefin.com or call us at 855-TRPLFIN.