



# RxInform<sup>SM</sup>

## Overview

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## Why RxInform

Each year in the U.S., one-quarter of new prescriptions and half of refills are never picked up at the pharmacy, putting patient health at risk. Since 2016, RxInform has helped millions of Americans manage their medications with patient messaging that is getting more people to the pharmacy.

## What is RxInform

RxInform is a secure platform serving healthcare providers that keeps patients informed and on track with medications. When a provider submits an electronic prescription to the pharmacy, RxInform automatically triggers a text message to the patient. The text message includes a link to a HIPAA-compliant website for the patient to review the prescription and pharmacy information and receive education and savings.

## Patient Experience

**Step 1:** Click the RxInform link in the text to get started

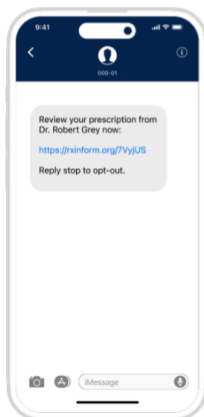
**Step 2:** Enter date of birth to verify identity

**Step 3:** Review prescription to receive education and savings

### New Prescription? Take 3 Simple Steps.

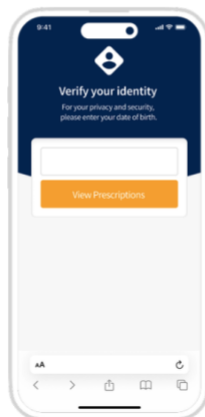
#### Step 1

Click the RxInform link in the text to get started



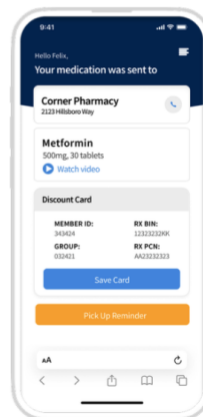
#### Step 2

Enter your date of birth to verify your identity



#### Step 3

Review your prescription to receive education and savings



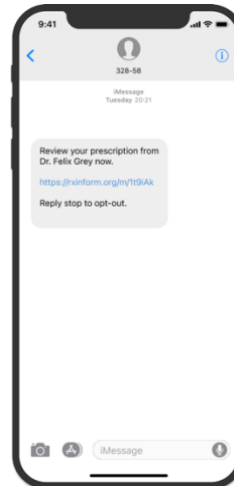
## Step 1: Click the RxInform Link

Patients receive a text message minutes after medication is prescribed. The text message includes a secure link (URL) which directs patients to their personalized microsite.

Review your prescription from  
Dr. Felix Grey now:

<https://rxinform.org/m/1t9iAk>

Reply stop to opt-out.



## Step 2: Verify Date of Birth

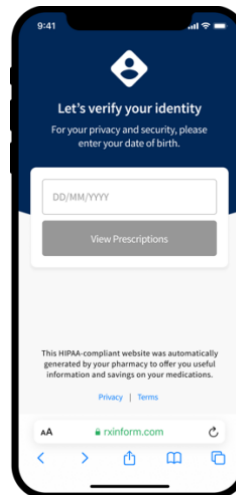
When patients tap on the secure link, they are directed to an authentication page. Once the correct date of birth is entered, patients are allowed to access the microsite.

### Verify your identity

For your privacy and security, please enter your date of birth.

09/01/1983

View Prescriptions



## Step 3: Learn, Schedule, Save

After authentication, patients can view the pharmacy name and phone number. The prescribed medications are shown alongside an option to schedule a pickup reminder.

**01 Patient Pharmacy**

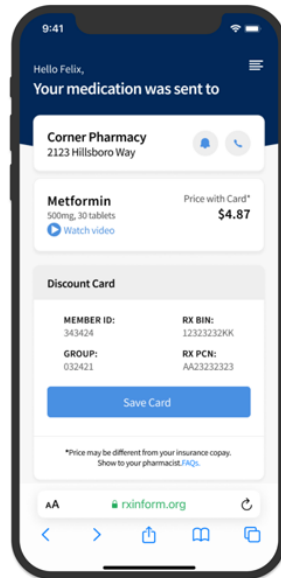
The selected pharmacy is shown along with ability to call.

**03 Prescribed Medication**

Drug name and details of the prescriptions are provided.

**05 Prescription Savings**

Patients are shown savings or discount cards for medications.



**02 Pick Up Reminders**

Patients can setup a reminder to get their prescriptions.

**04 Education Information**

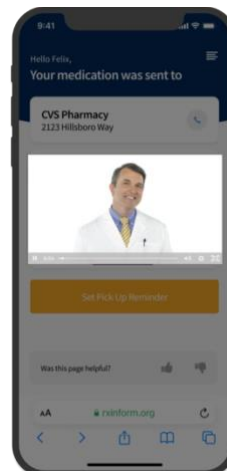
Patient is shown educational information for their prescriptions.

**06 Other Options**

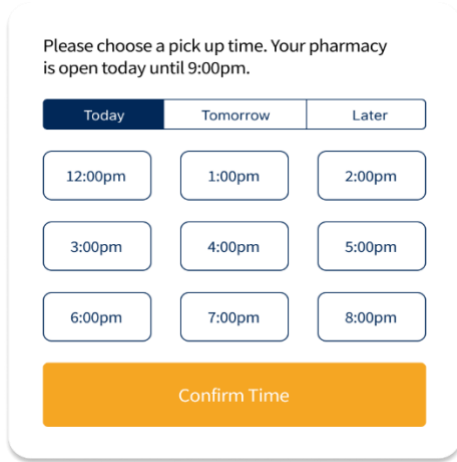
Access to support, medication history and more.

## Educational Videos

RxInform provides patient education with access to videos that explain why the prescribed therapy is needed, how it works, how to manage side effects and avoid drug interactions.

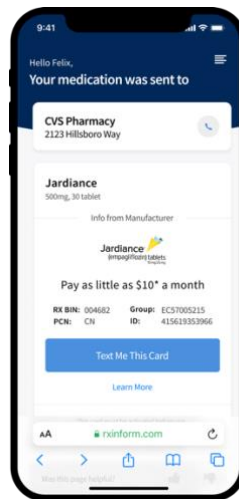
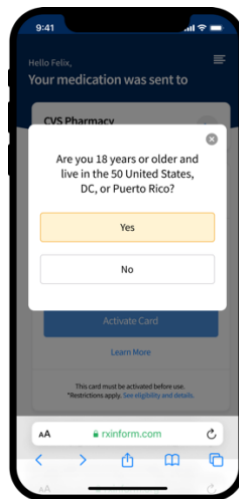
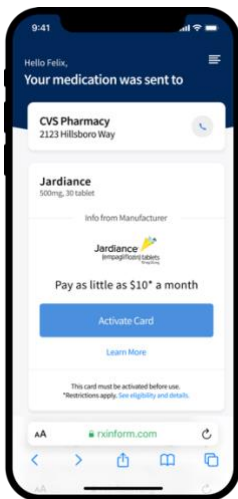


## Pickup Reminders



## Copay Assistance

Copay assistance information is available for some branded medications.



## Discount Card

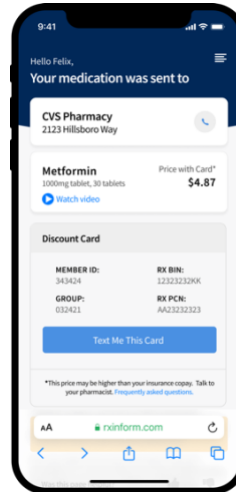
RxInform also offers a discount card that can lower the cost for many generic medications, especially when patients lack insurance, have high insurance copays, or have high deductibles.

### Discount Card

<b>MEMBER ID:</b> 343424	<b>RX BIN:</b> 12323232KK
<b>GROUP:</b> 032421	<b>RX PCN:</b> AA23232323



[Text Me This Card](#)

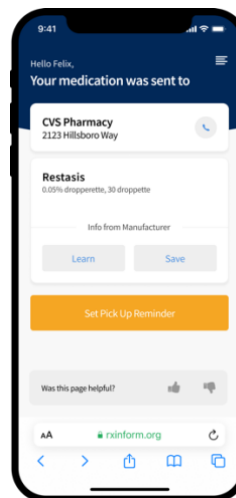
\*This price may be different from your insurance copay. Show your pharmacist. [FAQs](#).



## Feedback & Ratings

Patients are given the option to rate their experience with the platform. To date, RxInform has reached over 50 million patients and maintains a 94% positive rating score.

Was this page helpful?  



## Clinical Outcomes

Multiple studies have shown that RxInform increases prescription fill rates across all age groups.

