

Patients want treatment

They need a clearer path of support

Understand why patients may not fill a prescription after it's written and how Post-Script Engagement (PSE) bridges the gap.

The numbers



Over half

of new prescriptions for novel medicines go unfilled¹



96M

new prescriptions were abandoned in 2024 alone¹



48hrs

after an appointment ends, patient motivation to fill begins to fade

Specialty medications face a steeper cliff

Up to

40%

of prescriptions are never filled²

Up to

60%

of prescriptions are abandoned when out-of-pocket cost tops \$500³



Drop offs often start earlier and in more places, but by the time organizations notice them, the patients may already be lost.

Patients don't abandon prescriptions because they don't want treatment; it's because the next step is unclear, delayed or financially uncertain.

PSE closes the gap at the moment of highest intent by delivering consent-based support and real-time barrier signals back to the care team. This turns hesitation or confusion into medication adherence across three unique prescription journeys.

Rx is sent

TRACK A	TRACK B	TRACK C
Specialty pharmacy or hub	Retail or mail-order pharmacy	In-office administration or infusion
Barrier 1	Barrier 1	Barrier 1
Patient doesn't understand prior authorization	- Patient is confused about what a medication is or why it was prescribed - Unsure about next steps	- Additional lab work, site-of-care review and benefits navigation are required - Patient is overwhelmed by scheduling, transportation or new dietary requirements
PSE solution	PSE solution	PSE solution
The need for insurance review before treatment is explained along with treatment timeline.	Patient support programs and resources are delivered to help navigate diagnosis and treatment.	Treatment information to address transportation/dietary needs are shared.
Barrier 2	Barrier 2	Barrier 2
Unaware that the product is routed to a specialty pharmacy, not a regular retail one	Patient hesitates to fill script over affordability concerns	- Treatment fatigue and side effects accumulate - Patient is reluctant to continue treatment
PSE solution	PSE solution	PSE solution
Notifies patient that the Rx is filled at a specialty pharmacy and next steps are clearly outlined.	Copay support and financial assistance resources are delivered when the Rx is written.	Support programs are delivered to help manage symptoms or start doctor conversations.

75-80% of patients

prefer learning about patient support programs through their doctor's office, more than double any other channel⁵

~3 in 5 patients

who have never used a support program say they would use one if it were available and easy to access⁵

(Cancer: 57%, COPD: 61%, Diabetes: 64%)

With PSE, expect fewer silent drop offs, faster starts and more patients staying on therapy with confidence.

SOURCES

¹ IQVIA Institute for Human Data Sciences, Report: U.S. Medicine Use Trends 2026, April 2026.

² BrightInsight/Claritas Rx, specialty prescription paid fill rate analysis.

³ IQVIA Medicine Spending and Affordability in the U.S., 2020.

⁴ CoverMyMeds 2023 Patient Survey, cited by RXinsider/CoverMyMeds.

⁵ Phreesia PatientInsights survey, 2024 (n=4,221).