mscripts™

AccelerateRx: a streamlined solution to move your patients to mobile.

### Reap the benefits of digitally messaging patients.

Digital messaging is one of the most effective methods of communicating with patients. Patients on the mscripts message platform fill an additional 3 prescriptions per year compared to non-platform patients. At the same time, the cost per message for digital messaging is substantially less than an IVR call. To help you quickly move patients from phone call-based tactics to digital messaging, we've built AccelerateRx.

What is AccelerateRx?

AccelerateRx is a technology solution that enhances your patient adoption strategy by moving IVR patients to text and push messages with minimal administrative overhead.

mscripts has worked with your Pharmacy Management System to build a sophisticated utility to automate the enrollment and registration process. The utility process only requires that your team provide an initial data pull. The outbound message campaign is HIPAA and TCPA compliant.

The goal is to:
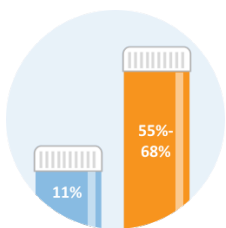
Fill More Scripts
55%-68% of patients receiving refill reminders will request a refill.

Reduce Return to Stock
6.8% of prescriptions are never picked up. Real-time bin-aging notifications mitigate this problem.

Lower Your Costs
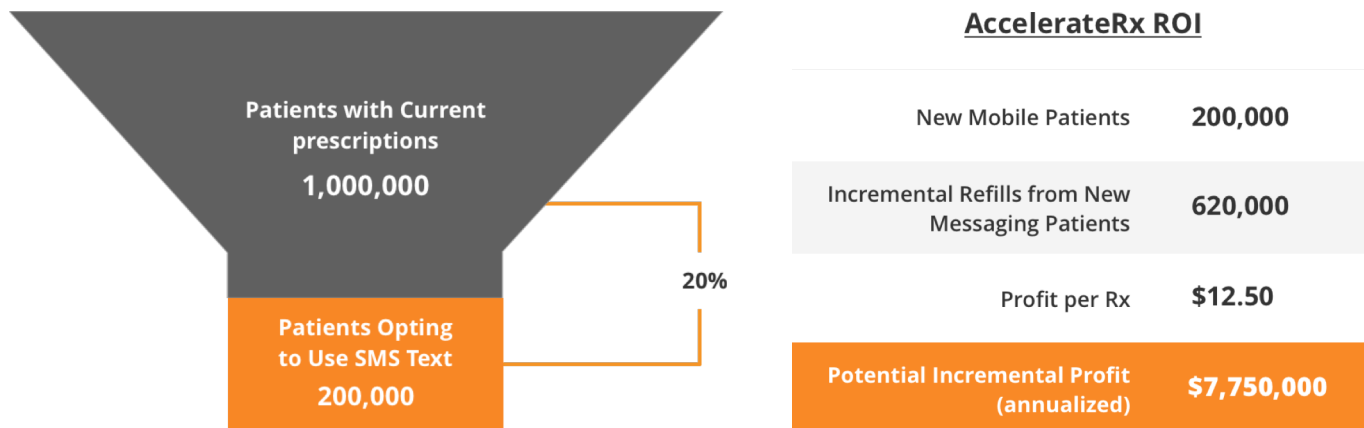Text and push message costs are a fraction of IVR calls.

Improve Adherence
Patients on the mscripts text message platform fill an additional 3 prescriptions per year.

Return on investment

mscripts has messaged millions of patients through AccelerateRx. We have optimized the process with highly-tuned message content delivered at precisely the right time. **Thanks to this effort, AccelerateRx converts 20% of eligible patients to text messaging.**

Here's how AccelerateRx could look for your pharmacy.

AccelerateRx ROI

New Mobile Patients	**200,000**
Incremental Refills from New Messaging Patients	**620,000**
Profit per Rx	**$12.50**
Potential Incremental Profit (annualized)	**$7,750,000**

*Relevant data points:
- *Patients manage an average of 3.1 prescriptions.*
- *Incremental fills calculated from previous mscripts AccelerateRx results.*

How does this work?

With your permission, the Pharmacy Management System will provide mscripts with a current file of patient records not signed up for mobile services. If you have a file from your IVR vendor we will reconcile that as well. We filter and verify mobile phone numbers and then send out a targeted message which allows patients to switch from automated IVR calls to pharmacy text messages. We then let your IVR vendor know which patients have enrolled in text messaging so they can discontinue calls. Patients who opt out of getting text messages will continue to receive IVR calls.