

The UX of Rx

Helping Consumers Overcome
Adherence Barriers



For people living with chronic conditions, convenience and ease are top of mind as they navigate their health journeys.

Yet, consumers face barriers as they research medications, fill current prescriptions, and try to adhere to their regimens. It's up to us to change that, whether through thoughtful marketing, influencing policy, or partnering toward a common goal.

Transforming the “*user experience*” of Rx treatment can bring consumers from awareness to action by making information more accessible and user-friendly, highlighting cost-saving opportunities, and streamlining the prescription-filling process.

In **five simple steps**, here's how pharma marketers and other players in the industry can ease the way for consumers, ultimately improving health outcomes and boosting adherence.

- STEP ONE** Simplify the Research Process
- STEP TWO** Make Finding and Navigating Savings Easier
- STEP THREE** Improve Pharmacy Convenience
- STEP FOUR** Facilitate Prescription Fills
- STEP FIVE** Minimize Refill Difficulty



Simplify the Research Process

Seven out of ten consumers living with a physical health condition do their own research into treatment options. But information overload is a real challenge — which is why consumers look for resources that simplify complicated concepts, offer credible information, and give them confidence in their path forward.

Education makes an impact

69% of visitors to health information sites say they are “extremely” or “very” likely to fill their prescription based on what they learned

The search is short

56% of site visitors say a health information site provides them with enough information without needing to reference an additional resource



Make Finding and Navigating Savings Easier

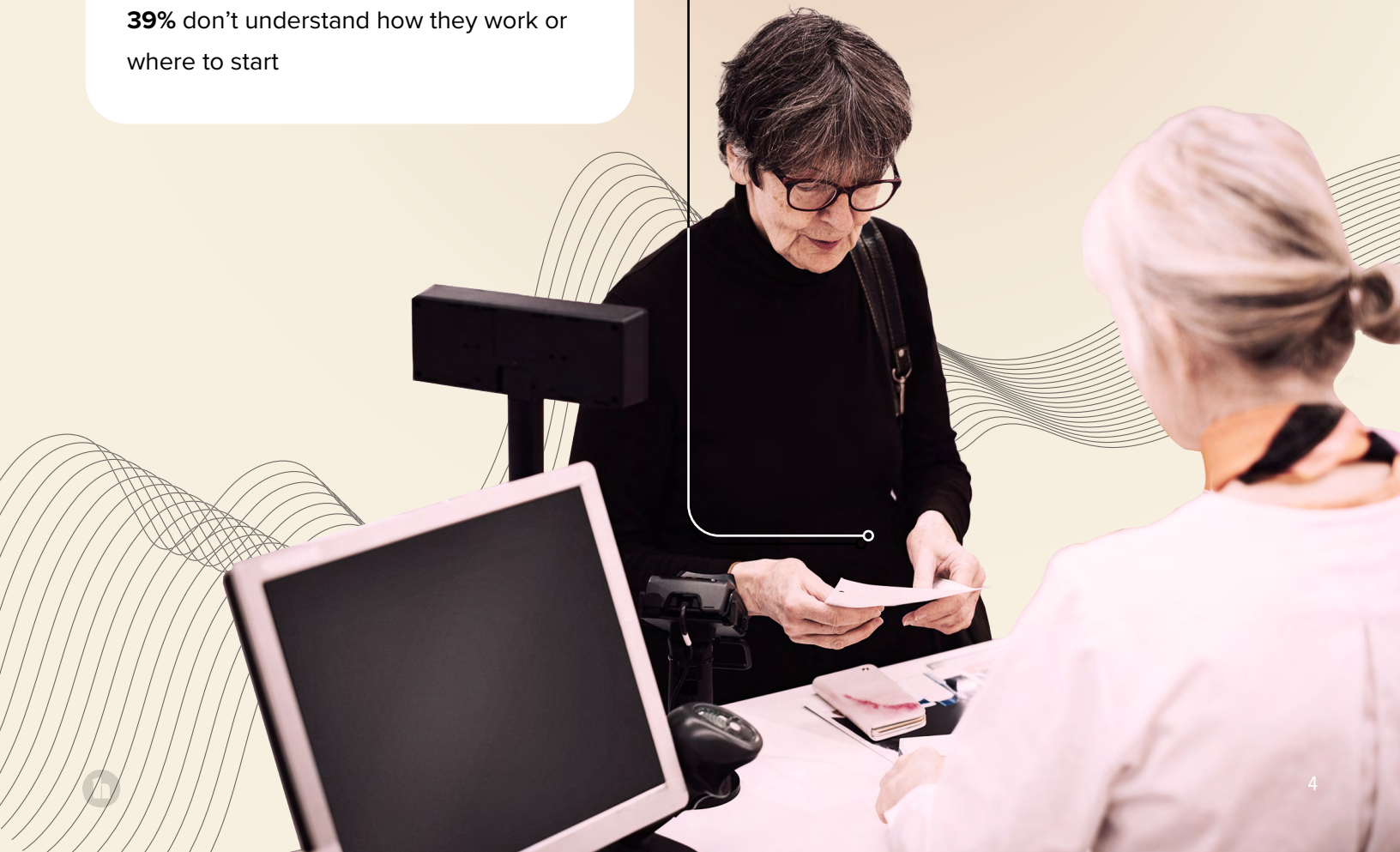
Access to affordable treatment options can significantly impact adherence. Nearly **three in five** have experienced out-of-pocket costs they couldn't afford. It's time to help more people save.

A lack of awareness

About half of people taking medication haven't used an Rx discount service, and **39%** don't understand how they work or where to start

Discounts made easy

Whether using or choosing prescription discount cards, people say ease of use is the **top priority**



Improve Pharmacy Convenience

Dealing with pharmacies is often complex, and being unable to compare costs or alternative medication options can be discouraging. If the pharmacy experience isn't **convenient and cost-feasible**, people may choose not to fill their prescriptions.

Convenience is #1

87% of those living with a physical health condition prioritize a quick and convenient pharmacy experience

Make price checks easy, too

Only **43%** of people living with a physical health condition are satisfied with their ability to compare prices for one Rx medication with others at their local pharmacy



Facilitate Prescription Fills

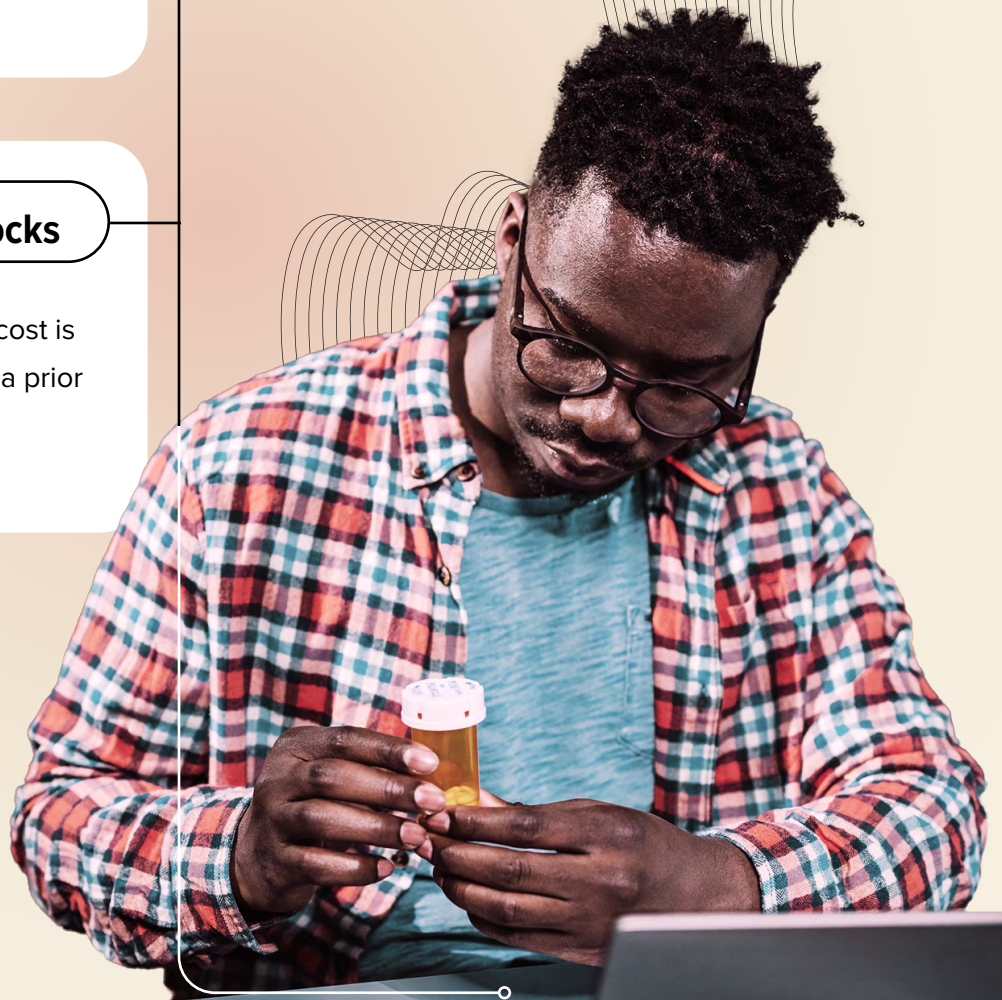
About half of patients say they haven't yet filled a prescription because they are still researching it. We can do more to help patients confidently move from information to action, whether through education, patient assistance programs, or apps that offer medication and refill reminders. When consumers have the resources and solutions they need, they are more likely to move forward with filling new prescriptions.

Education makes a difference

79% planned to fill a prescribed, unfilled Rx within a week of a health information site visit

Consumers face roadblocks

45% do not fill a prescription if the cost is too high, while **32%** of people face a prior authorization requirement from their insurance



Minimize Refill Difficulty

Refilling current prescriptions is essential for uninterrupted treatment, but barriers like **side effects and high costs** can impede this process.

Stopping medications is an issue

33% stopped current medicines due to side effects; **15%** because it was too expensive

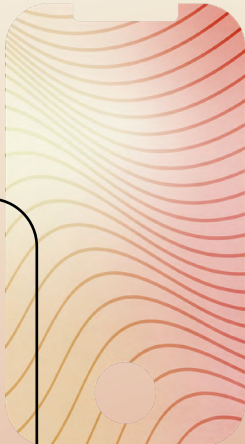
Savings can help boost refills

Two in three Rx discount card users are both highly satisfied with their experiences and likely to use it again




Pharma's Next Steps


Consumers want to be active participants in their health and wellness journey, not just passive recipients. When we make the user experience — that journey from education to action — more positive by offering transparent communication and accessible resources, we empower consumers to take charge of their health. **Pharma marketers and other industry leaders can take that next step to help consumers. It's time to:**



Make information accessible by partnering with health publishers who prioritize quality and clarity.



Engage consumers early and get savings opportunities in front of them while they are researching treatment options.



Prioritize clear communication and make information about medications, dosages, potential side effects, and other relevant details easy to access and to understand.

Healthline Media:

Your Partner In Driving Adherence

Everyone's journey to health is different — shaped by their unique circumstances and goals. By understanding the motivations, challenges, and preferences that shape consumer behaviors, pharma marketers can create a more impactful user experience that drives adherence.

74 million people visit Healthline Media monthly for trusted research, guidance, and support. Through our [Rx Savings Program](#), brands can reach consumers who are active in their treatment decision process and make it easier for them to find cost-saving opportunities that improve adherence and awareness.

Learn how to partner with Healthline Media to help audiences take the next step toward wellbeing. [Get in touch today.](#)



Sources:

Seven out of ten, 87%, 43%, 32%: Healthline Media Pharmacy Segmentation study. Survey of 3,000 US adults who make decisions about prescription medications for themselves or family members. Dec 2022; 69%: Healthline Media Consumer Drug Information Pages Visitors survey. Survey of 868 site visitors seeking drug/medication information, age 18+. Feb-May 2022; among those researching current Rx medication, n=449; 56%: Healthline Media Consumer Drug Information Pages Visitors survey. Survey of 868 site visitors seeking drug/medication information, age 18+. Feb-May 2022; among those researching prescription medications, n=780; Three in five, About half of people: Healthline Media Consumer Drug Information Pages Visitor survey. Survey of 868 site visitors seeking drug/medication information, age 18+. Feb-May 2022; among those taking 1+ medications, n=824; 39%; ease of use top priority: Rx Medication Discount Service research. Survey of 1,327 U.S. consumers, ages 15+. Dec 2022; About half of patients, 79%: Healthline Media Consumer Drug Information Pages Visitor survey. Survey of 868 site visitors seeking drug/medication information, age 18+. Feb-May 2022; among those with unfilled prescriptions, n=97; 45%: Healthline Media Consumer Drug Information Pages Visitor survey. Survey of 868 site visitors seeking drug/medication information, age 18+. Feb-May 2022; among those who experienced high out-of-pocket cost, n=473; 33%, 15%: Healthline Media Consumer Drug Information Pages Visitor survey. Survey of 868 site visitors seeking drug/medication information, age 18+. Feb-May 2022; among those researching previous Rx medication, n=48; Two in three: Healthline Media Consumer Drug Information Pages Visitor survey. Survey of 868 site visitors seeking drug/medication information, age 18+. Feb-May 2022; among those who use Rx discount card at least 25% of the time, n=375.

About Healthline Media

Healthline Media drives wellbeing forward, leading 74 million people to take action and improve their lives with medically evidenced content, communities, and solutions. Learn more at [HealthlineMedia.com](https://www.healthline.com).