

Why RxInform

Each year in the U.S., 25% of new prescriptions and 50% of prescription refills are left unclaimed at the pharmacy, posing serious risks to patient health. Since 2016, RxInform has helped millions of Americans manage their medications with patient-focused messaging that is getting more patients to the pharmacy.

What is RxInform

RxInform is a secure platform serving healthcare providers, keeping patients informed and on track with their prescriptions. 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 where the patient may review prescription and pharmacy information. The website also features educational content and discounts available on prescriptions.

Patient Experience

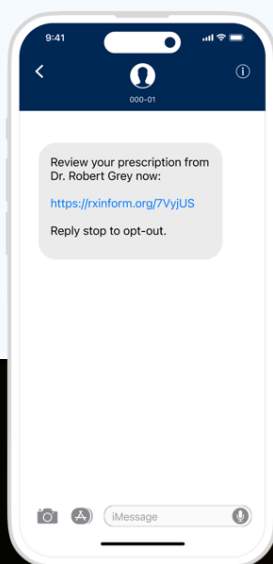
 **Step 1:** Tap the RxInform link in the text to get started

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

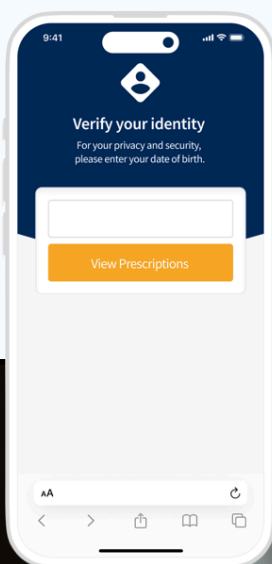
 **Step 3:** Review prescription to receive education and savings

 **New prescription?** Take 3 simple steps.

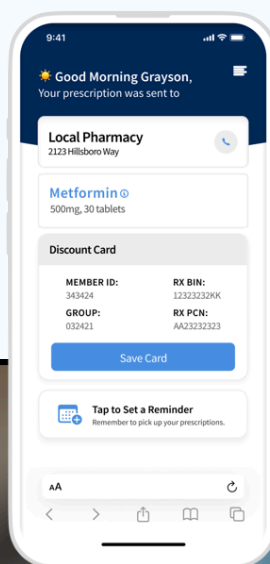
STEP 1



STEP 2



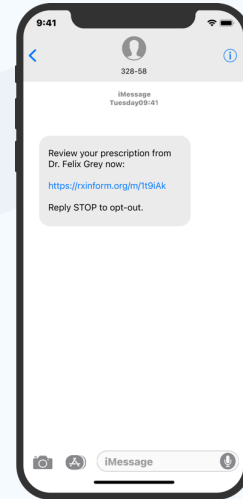
STEP 3



Step 1

Tap the RxInform Link

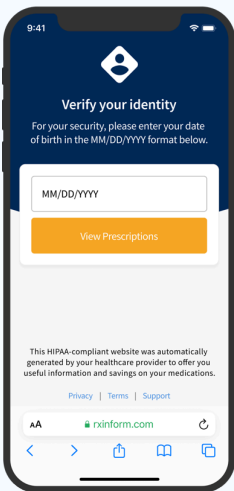
Patients receive a text message minutes after medication is prescribed. The text message includes a secure link (URL) that directs patients to their personalized microsite.



Step 2

Verify Date of Birth

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



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 the ability to call.

02 Prescribed Medication

Drug name and details of the prescriptions are provided.

03 Save Discount Card

Patient can easily save the card via SMS or to their wallet.

04 Menu

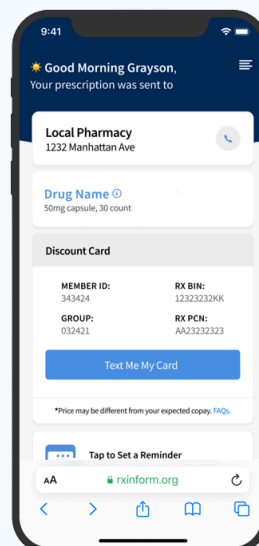
Patient has access to support, FAQ's and more.

05 Out of Pocket Savings

Patient shown savings or discount card for their prescriptions.

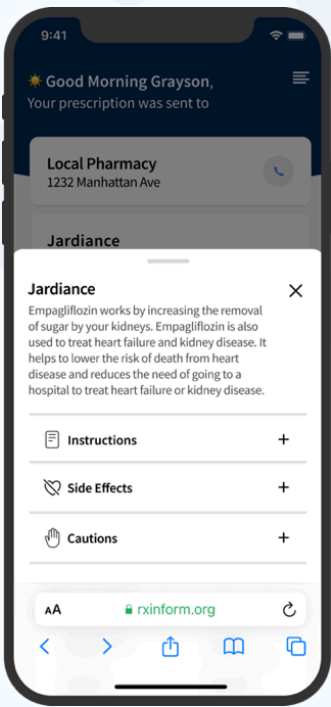
06 Education Information

Patient is shown educational information for their prescriptions.



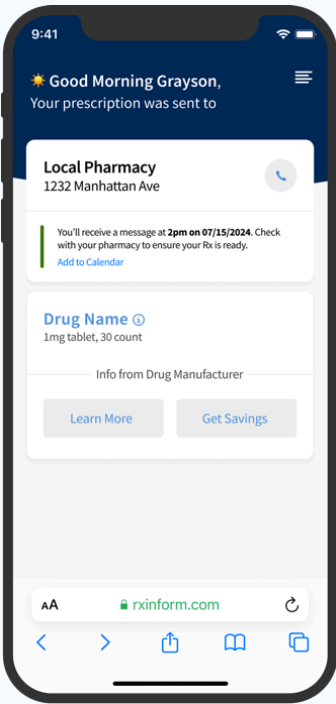
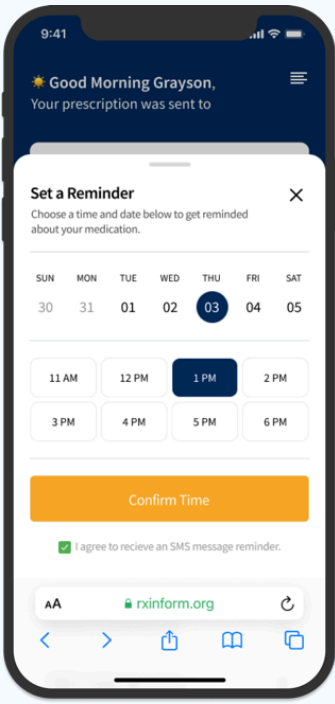
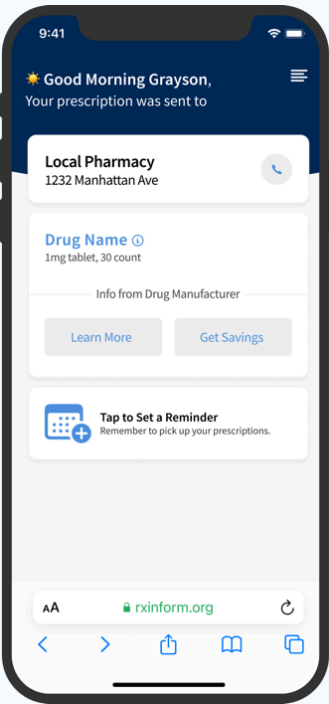
Education

RxInform provides simplified education instructions to patients.



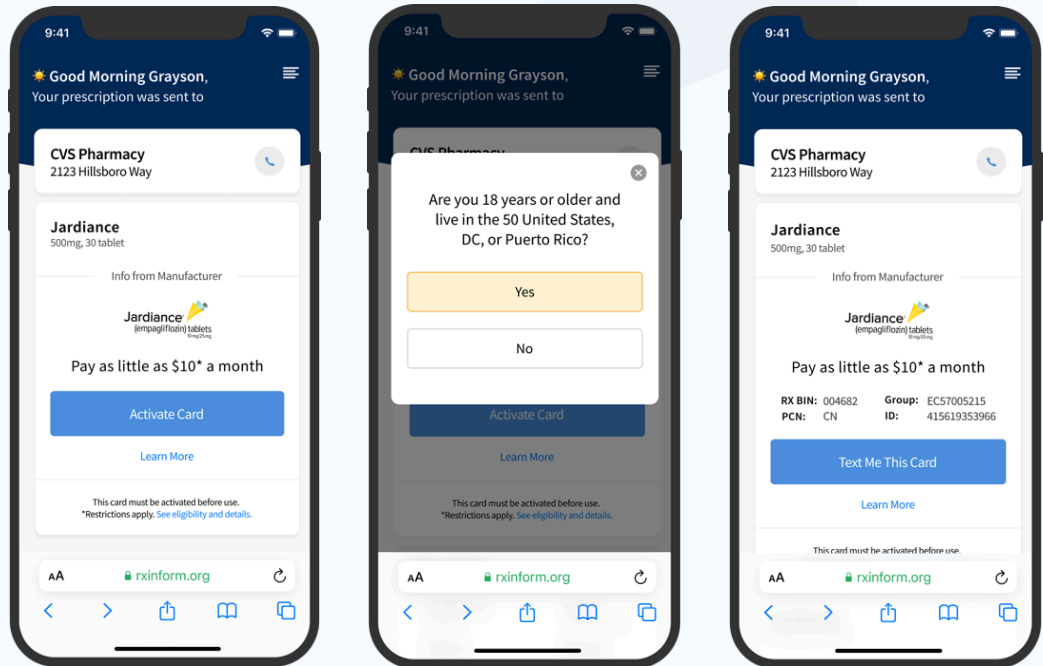
Pickup Reminders

This allows a patient to set up a reminder on their device to go pick up their Rx.



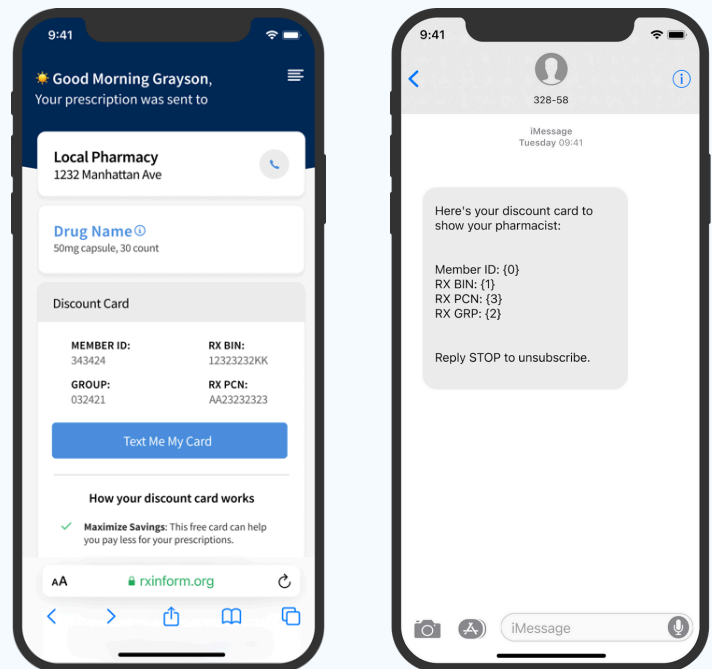
Copay Assistance

Copay assistance information is available for some branded medications.



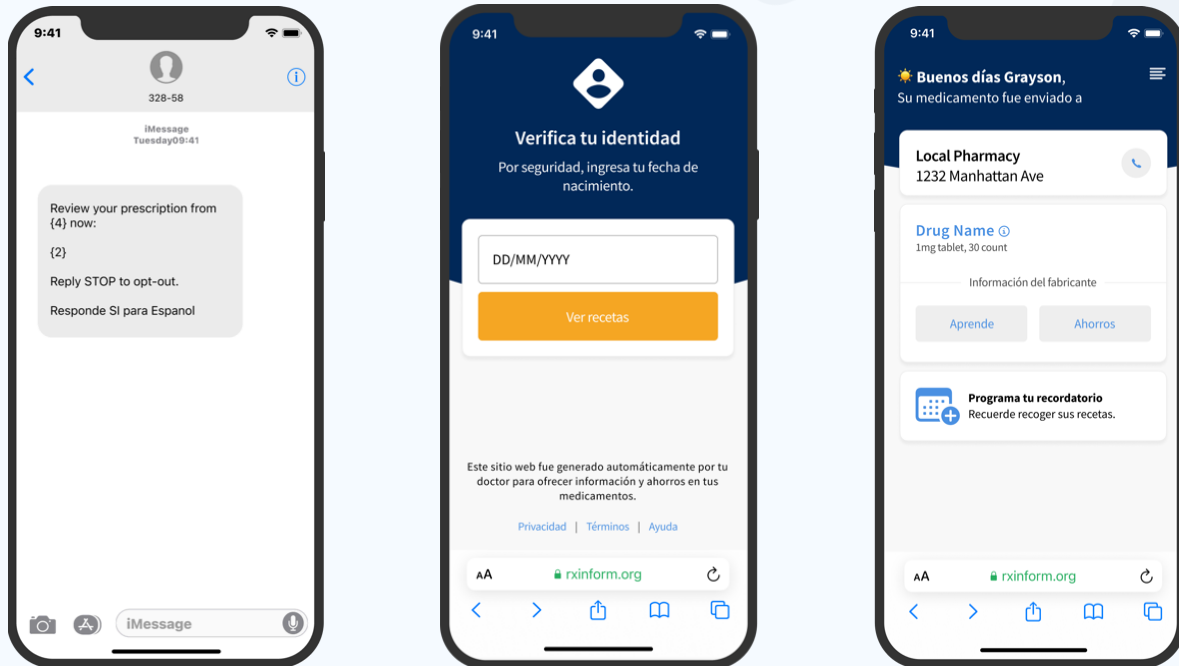
Discount Card

RxInform also offers a discount card that can lower the cost of many generic medications, especially for patients without insurance, with high insurance copays, or with high deductibles.



Spanish Language Support

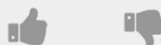
Patients are given the option to have the app translated into Spanish or English.



Feedback & Ratings

Patients are given the option to rate their experience with the platform. 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.

