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.

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**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.

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**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.

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**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.

Discounts made easy

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

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.
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:

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.