

The background is a light blue illustration featuring various medical and financial symbols. It includes several 3D bar charts, a large bowl filled with colorful pills (orange, blue, and white), a microscope, and various individual pills scattered around. The overall theme is healthcare and financial analysis.

Copay Coupon Benchmark Report

Realizing the billions in unused savings available to consumers

Inaugural 2024 EDITION

Presented by **Rx**Utility

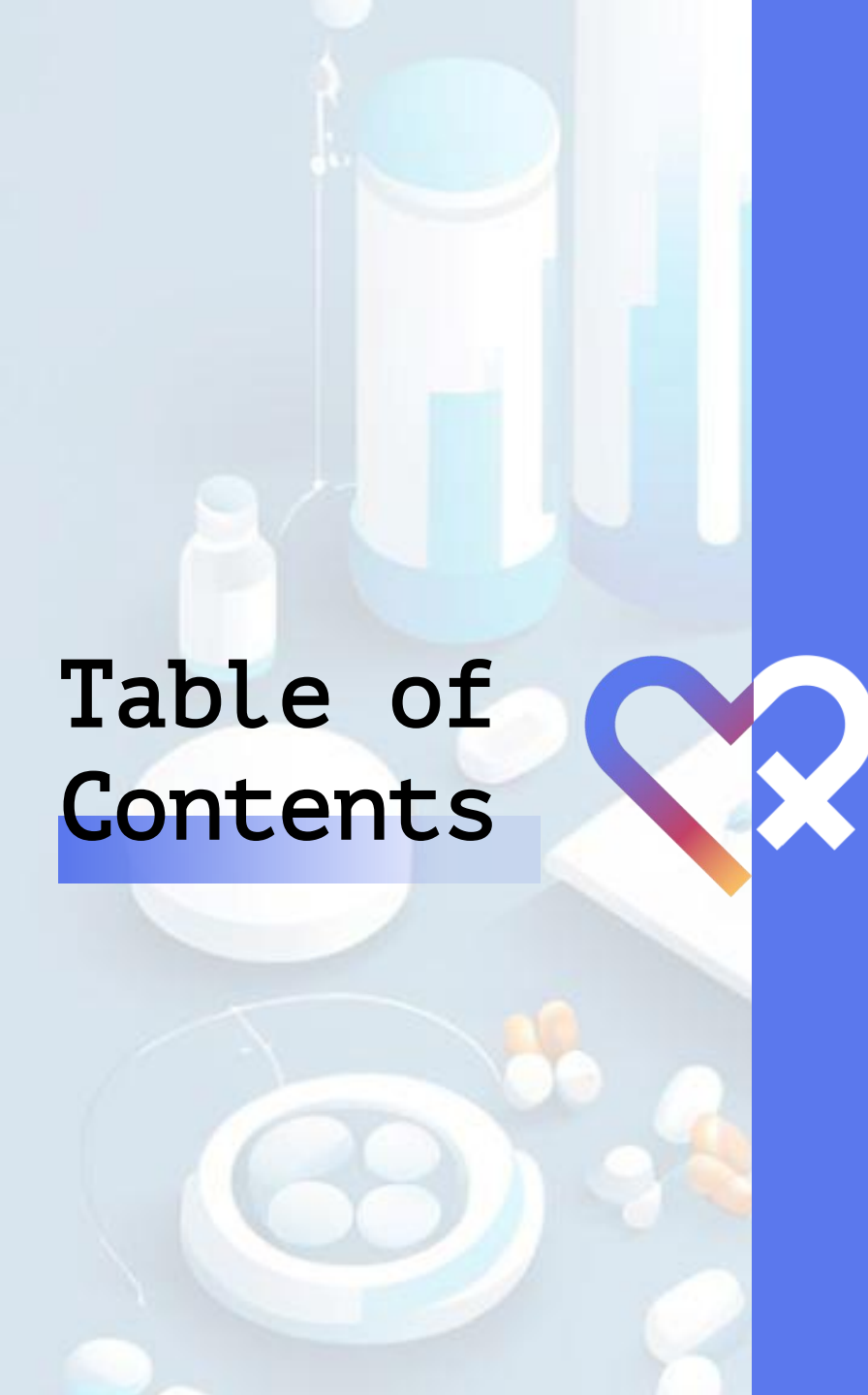


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Let's Save Every Dollar Possible For Patients



Miriam Paramore
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The size and complexity of the US healthcare industry can be overwhelming. Heavy regulation, misaligned incentives, and inertia combine to create a seemingly unchangeable status quo.

Technology is an obvious lever that can bring disruption and lasting change. However, despite decades and billions of dollars of investment in health IT and data, nothing has moved the infamous needle or bent the cost curve for patients. It is easy to feel hopeless.

Until now. I'm excited to share some good news about a real solution that actual works! Pharma copay coupons are a tool that makes medications more affordable for patients, but they are not widely used.

\$10B in savings go unused every year. *Every year.*

Unlike other ailments of the healthcare system, this is one that we CAN change, and change immediately, simply by building awareness and distribution.

This inaugural report lays out the copay coupon landscape and helps the industry start keeping tabs on progress. I hope that each reader will see what I do – a tangible opportunity to directly help patients afford the medications that they need to be healthy.

Understanding Copay Coupons

Patient Benefits



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Brand-name medications provide copay assistance



Brand-name medications would otherwise be the most expensive medications for a patient without copay coupons.

Copay savings opportunities are an industry norm, with over 300 different pharmaceutical companies providing copay assistance for their patients.

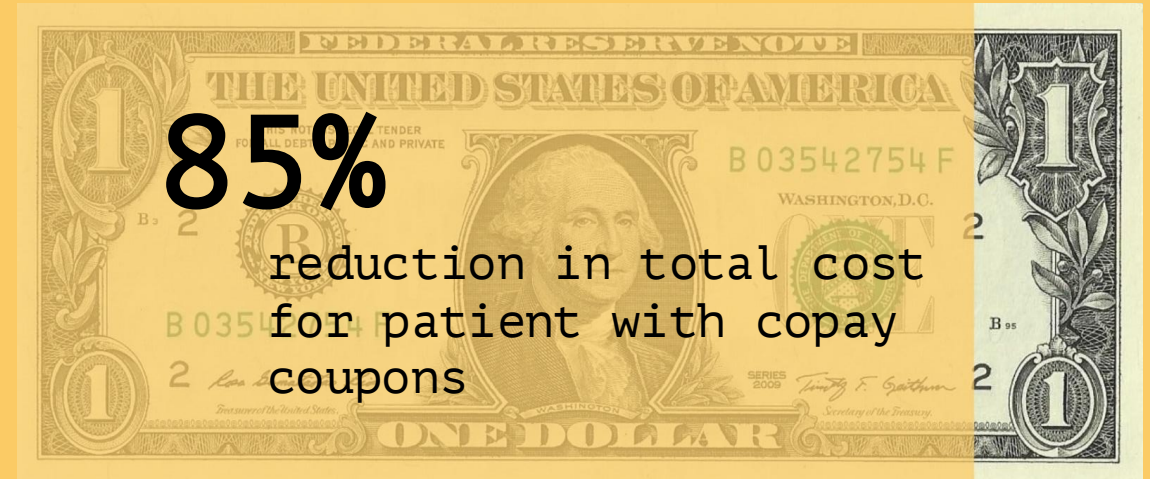
Patients may not fill prescriptions or stop taking medications due to affordability issues. Copay assistance is the strategy pharmaceutical companies use to reduce script abandonment and adherence.

Copay coupons reduce or fully pay the out-of-pocket costs for the patient



Copay coupons for prescription drugs are provided annually by manufacturers to help commercially insured consumers afford their medications.

The coupons **lower or eliminate the patient's out-of-pocket cost** at the pharmacy.



Source: [Prescription Drug Copayment Coupon Landscape, 2018](#)

Understanding Copay Coupons

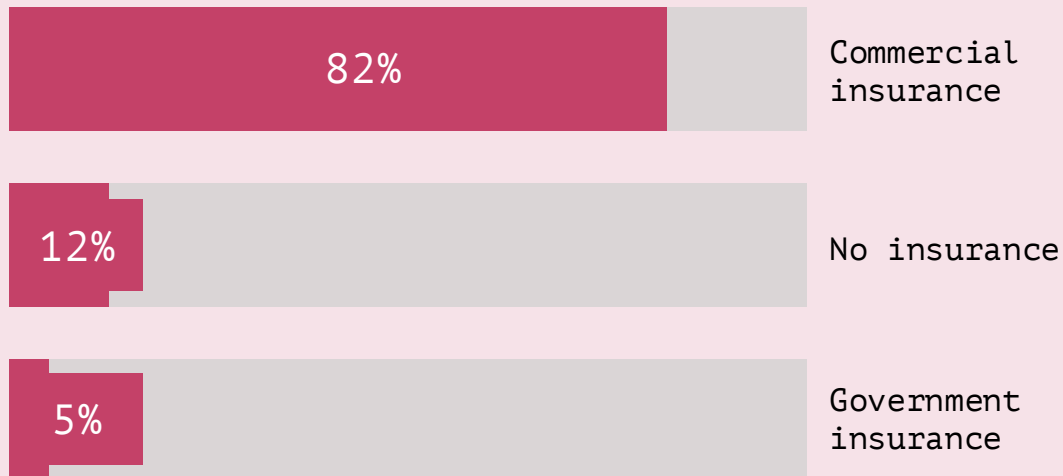
Steps to Activate



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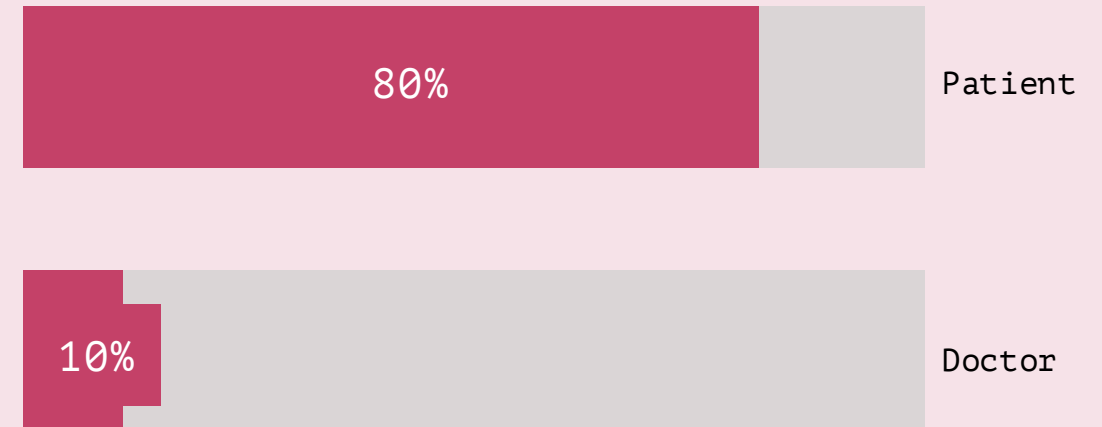
Typically, patients must have insurance, and will have to activate the copay coupon

Eligibility for copay coupons



Copay coupons are made available primarily for patients with commercial insurance. Patients on government insurance are excluded from copay coupons, though several manufacturers offer additional support for private Medicare Part D plans.

Person required to activate copay card



Copay coupons need the patient to activate the offer or be aware of the coupon to request it be used at the pharmacy.

Activation Occurs Online (mostly)



While **83%** of copay coupons that require activation make the process available online, one key challenge remains: **patients must first be aware** that there is a copay offer online.

Activation adds friction to the patient experience, but pharmaceutical manufacturers often insist that the patient complete several questions to verify eligibility and ensure compliance to legal and insurance guidelines.

The remaining **17%** of activations are handled through other methods, such as automatic application at the pharmacy, or requiring a doctor's involvement. And in some cases, the patient is required to call, text, or even fax the manufacturer.

Savings Longevity



89% of copay
coupon savings last the
duration of a calendar
year, or longer

Copay coupons, once activated, typically run through the duration of the year. Re-activation is required for the following calendar year.

These savings offers are designed to match the duration of the prescription so the patient does not experience a gap in affordability.

Copay coupons may have a maximum out-of-pocket limit. This amount is intended to be equivalent to a full-year of prescription fulfillment.

The background of the slide features a detailed illustration of a laboratory setting. It includes various pieces of glassware such as Erlenmeyer flasks, graduated cylinders, and beakers, some containing blue liquids. Scattered around are numerous pills in different shapes and colors, including white, orange, and blue. A small mortar and pestle is also visible. The overall color palette is light blue and white, giving it a clean, clinical feel.

Copay Coupons

By The Numbers

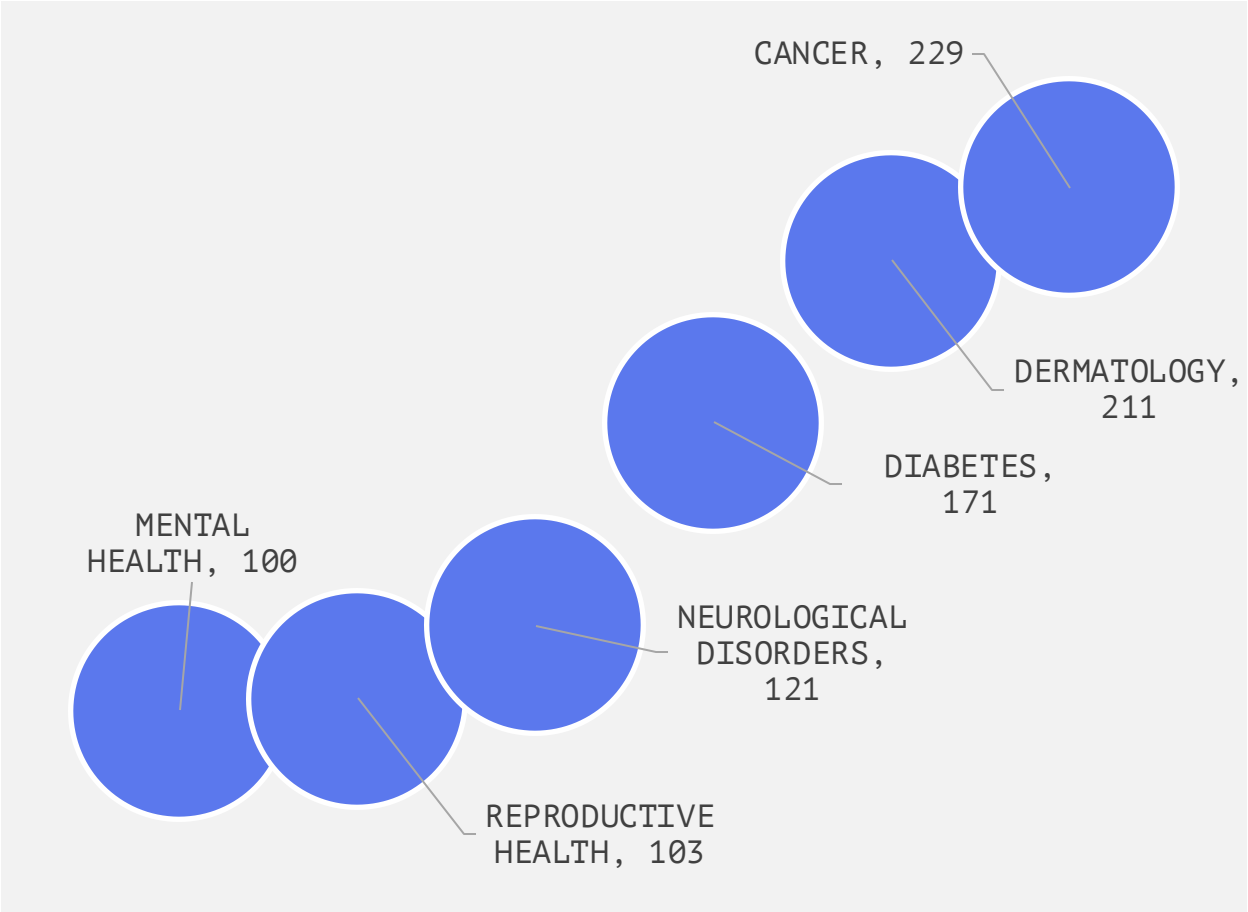


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Copay coupons are available for over 168 disease states

Copay savings are not just limited to rare or highly specialized diseases. They also improve access to treatment for common chronic conditions like diabetes, cardiovascular diseases, and autoimmune disorders, as well as rarer, more complex illnesses.

This is a powerful reminder of how copay coupons help bridge the gap between innovation and affordability, ensuring that patients from all walks of life can benefit from advanced therapies without facing financial hardship.



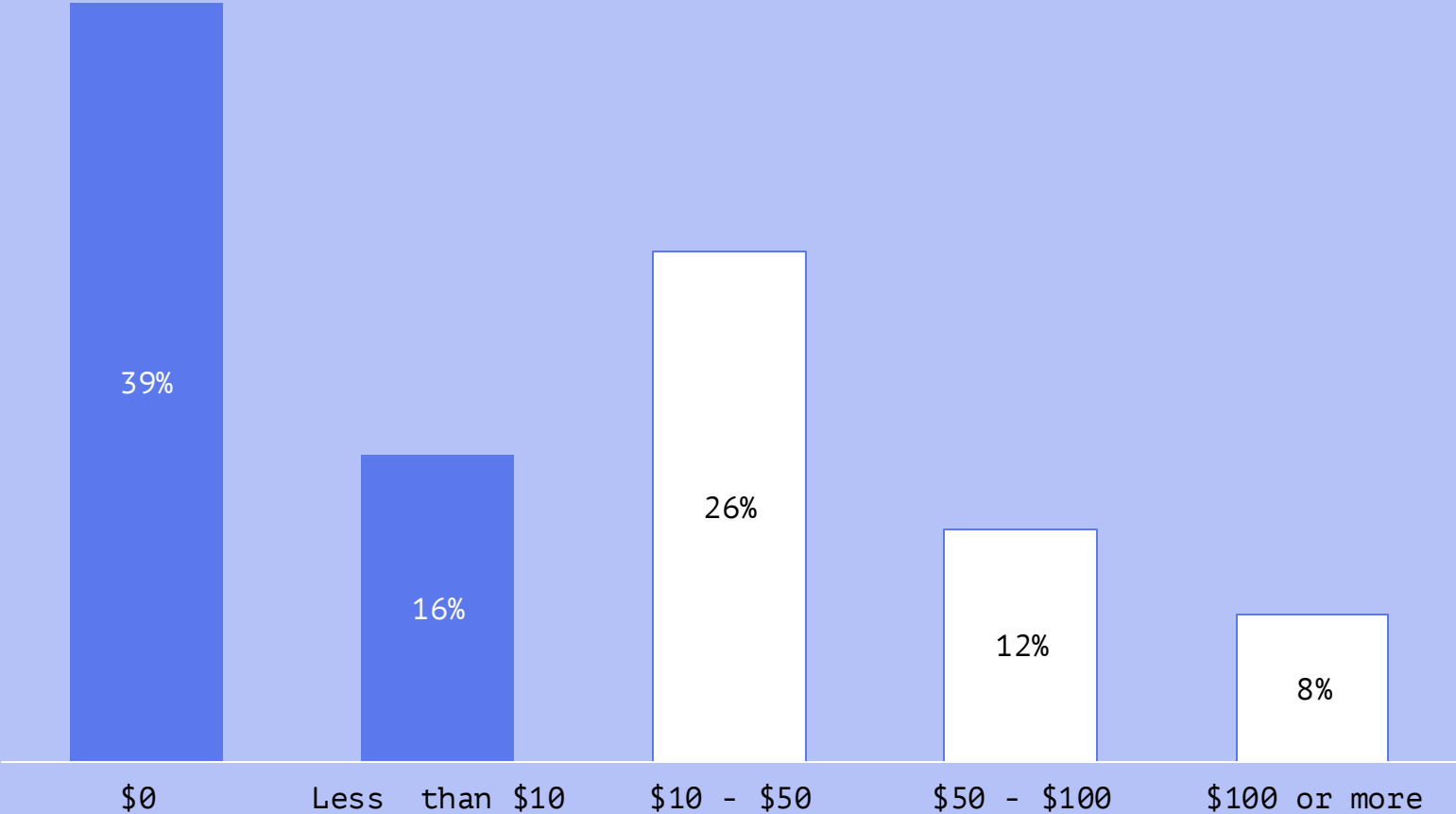
Visit RxUtility.com to view the full list of disease states

Patients typically pay \$10 or less with copay coupons

Pharmaceutical manufacturers design copay coupons to make medications extremely affordable for the patient.

Take the brand Farxiga as an example, which is used to treat type 2 diabetes, heart failure, and chronic kidney disease. The retail cost to the patient for Farxiga is on average \$674.

With a manufacturer copay coupon, the cost to the patient for Farxiga is **\$0**.

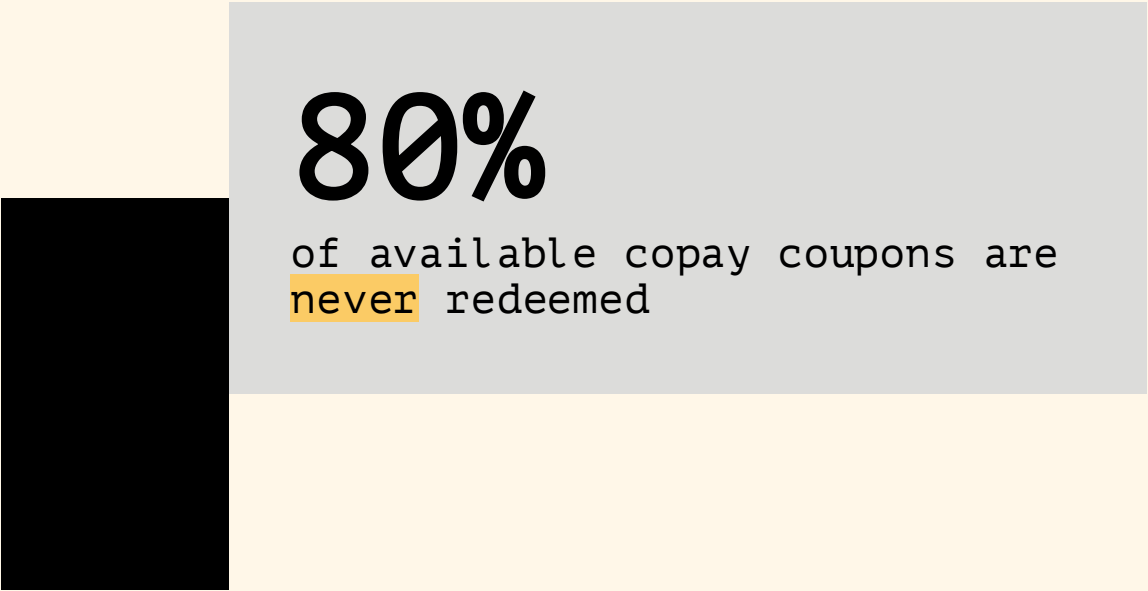


The Problem With Distribution



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Patients need actionable information to address woeful under-utilization



80%

of available copay coupons are
never redeemed

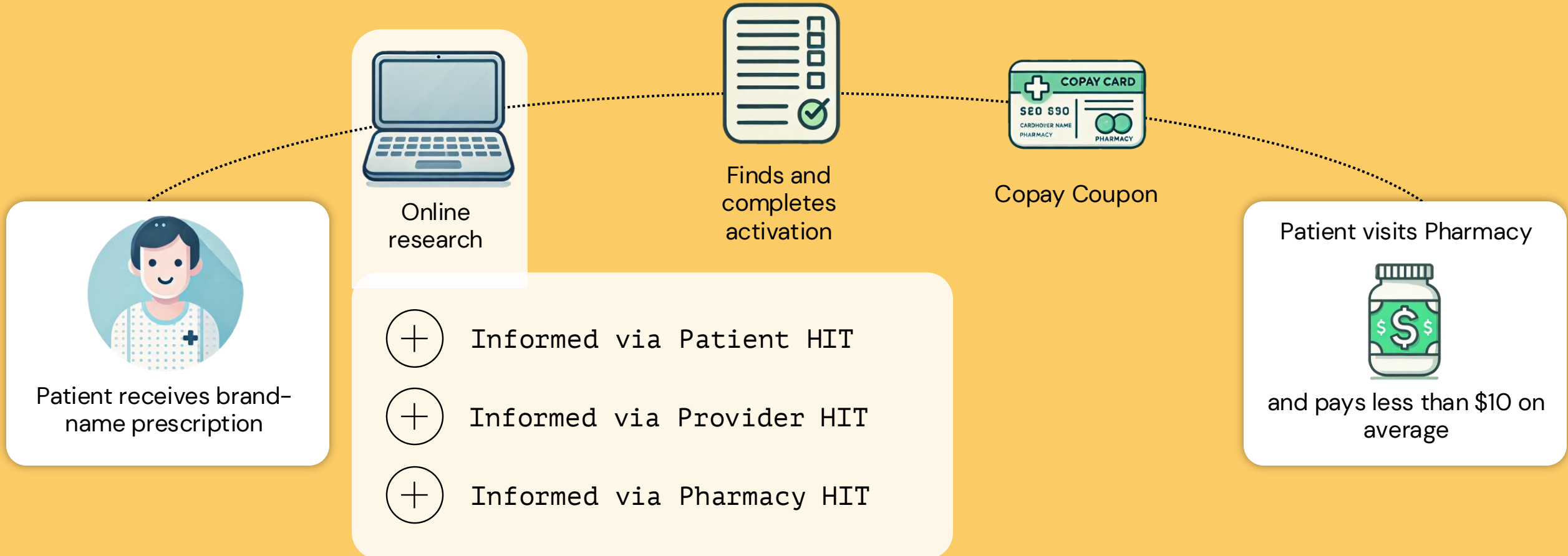
Despite the availability of copay programs designed to alleviate medication costs, only **20 percent** are redeemed by patients.

Low utilization is largely because these programs are often hard to find. There has not been a central source or unified platform that consolidates them.

Unlike coupons for everyday products, which are easily accessible, copay programs are not regularly distributed in the digital spaces where patients and prescribers operate, such as pharmacies or healthcare provider portals, or electronic health records.

As a result, many patients miss out on crucial savings, highlighting the need for a more streamlined and accessible distribution system that makes these cost-saving options easier to discover and use.

Improving utilization starts with distribution



CONCLUSION

The key to improving copay coupon effectiveness starts with solving the issue of distribution.

There is a wealth of savings available to patients who rely on expensive, brand-name medications. Too often, patients are unaware of the financial assistance available to them.

Patient and provider interactions are increasingly digital and tech-supported. The solution to copay coupon awareness could be **making information visible and accessible in the right digital moments.**

Additionally, while many are working to streamline the process, we must continue to push for simpler solutions that make **activation easier** for everyone.

At RxUtility, we're committed to addressing these challenges by enhancing the digital distribution of copay coupons and thereby empowering patients with the knowledge and tools they need to reduce their medication costs.



RESEARCH

Information on copay programs comes from RxUtility's proprietary database that includes all active and available copay coupon programs offered by pharmaceutical manufacturers as of August 2024.