

Follow Maria through a coordinated pharmacy journey — from prescription onboarding and first fill to adherence, support, and ongoing engagement — powered by **WestCX Orchestrate™**, the system of action that drives better outcomes by delivering the right communication to the right person at the right time.



AWARENESS

1 New Prescription Identified

How it works:

Maria is prescribed a new medication or becomes eligible for therapy. WestCX Orchestrate captures prescription and eligibility signals from pharmacy systems to automatically enroll her into the appropriate engagement journey—ensuring patients are identified systematically and early, without relying on manual workflows.



1 in 3 patients

never pick up an initial prescription.¹

ACCESS

2 Access & Benefits Coordination Orchestrated

How it works:

When coverage verification or prior authorization (PA) is required, WestCX Orchestrate coordinates these steps as part of the same connected journey.

Maria receives proactive updates on status, requirements, and next steps—including clear copay information and any available savings programs—reducing delays and preventing prescription abandonment.

About 10% of prescription claims are rejected at the pharmacy, and 66% of those rejections require prior authorization.²

80%

of providers said prior authorization issues led to patient therapy abandonment, underscoring the need for live support escalation.⁵

ENGAGEMENT

3 Prescription Ready & First Fill Outreach

How it works:

Once the prescription is ready, Maria receives a personalized outreach message letting her know — along with options for pickup, delivery, and what to expect. Outreach is orchestrated across her preferred channels and triggered by readiness signals from pharmacy systems, so she gets the right message at the right moment without staff intervention.



Patients receiving automated outreach were

1.6 times more likely

to fill a new statin prescription.³

4 First Fill Scheduling & Confirmation

How it works:

If Maria needs assistance, she can confirm pickup or delivery through two-way messaging or inbound calls. Journey context carries forward—so the system understands why she is engaging and guides her directly to fulfillment, reducing repetition and friction.



One study found that digitally guided prescribing workflows

increased new prescriptions filled by 11.21%.⁸

5 First Fill Education & Therapy Readiness

How it works:

Before Maria picks up her medication, WestCX Orchestrate delivers personalized education through her preferred channel — articles, videos, and FAQs about what to expect from her therapy, common side effects, and how to take it correctly.

Reducing uncertainty before the first fill is one of the most effective levers for long-term adherence.

Electronic reminders were associate with

improved adherence in a meta-analysis of patiet reminder interventions.⁹

ADHERENCE & SUPPORT

6 Refill & Adherence Support

How it works:

WestCX Orchestrate monitors refill timing, missed pickups, and adherence signals. Maria receives proactive reminders, check-ins, and support based on her behavior—helping her stay on therapy and improving long-term outcomes.



After implementing automated reminders in a US study, prescriptions rose from

26% to 42%.¹

7 Vaccination & Preventive Services Outreach

How it works:

As Maria becomes eligible for seasonal and routine vaccinations—flu, RSV, shingles, and COVID—she receives timely reminders inviting her to schedule at her preferred pharmacy.

These proactive touchpoints make it easier for her to stay protected while creating additional in-store visits, strengthening her relationship with the pharmacy, and reinforcing its role as a trusted healthcare destination beyond prescription fulfillment.

Coordinated outreach programs lifted vaccination rates by 17

percentage points across combined interventions.¹⁰

8 Two-Way Support & Escalation (Inbound + Outbound)

How it works:

If Maria has questions or encounters issues, she can respond directly via text or call—or call the pharmacy directly. When she calls in, Orchestrate recognizes her journey context—her prescription status, recent messages, and open questions—and routes her intelligently. Common inquiries like refill status, hours, and copay questions are contained through automation. Complex needs are escalated to pharmacy staff with full context already surfaced, so she never has to repeat herself.

9 Payment & Pickup Coordination

How it works:

WestCX delivers payment reminders, pickup notifications, and fulfillment updates to help Maria complete her prescription journey.

By proactively communicating next steps, pharmacies can reduce abandoned prescriptions, improve pickup rates, and create a more seamless customer experience.



37%

of prescriptions denied of prior authorization (PA) requirements were abandoned in a Medication Access Report⁴

OPTIMIZATION

10 Post-Interaction Feedback

How it works:

After a fill or pharmacy interaction, Maria receives a brief, personalized check-in message and responses are analyzed in real time—surfacing adherence risks, promoting in-pharmacy clinical services, and capturing reviews—so every touchpoint deepens the care relationship, not just the transaction.



Real-time feedback provides an opportunity for in-the-moment service recovery.⁶

11 Ongoing Engagement Optimization

How it works:

Engagement signals, refill behavior, and outcomes feed into the intelligence layer. WestCX continuously refines future outreach, adherence timing, and support—creating a pharmacy journey that improves automatically over time.

The reminder intervention cost about \$1.70 per participant in a US study, showing that

timely outreach can be low cost as well as effective.¹

Turning Pharmacy Engagement into Measurable Outcomes

- 20–35% increase in refill pickup rates
- 60%+ call containment
- Reduced prescription abandonment and delays
- Lower cost to serve through automation



Increase fills, improve adherence, and deliver a better pharmacy experience.

Explore **WestCX Orchestrate**

www.westcx.com

Resources

1. Pharmatimes, "Phone, postal reminders increase drug adherence, study shows" — https://pharmatimes.com/news/phone_postal_reminders_increase_drug_adherence_study_shows_976064/
2. ComputerTalk, "Reducing Claim Rejects with Electronic Prior Authorization" — <https://www.computertalk.com/reducing-claim-rejects-with-electronic-prior-authorization/>
3. PMC, "The Influence of a Community Pharmacy Automatic Prescription Refill Program" — <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7891841/>
4. PMC, "The association between cost sharing, prior authorization, and abandonment" — <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1038801/>
5. CoverMyMeds, "Medication Claim Rejection Solutions" — <https://www.covermymeds.health/our-solutions/claim-rejection>
6. Remer LM et al., "A Synchronized Prescription Refill Program Improved Medication Adherence" — <https://pmc.ncbi.nlm.nih.gov/articles/PMC11005486/>
7. Health Affairs, "A Synchronized Prescription Refill Program Improved Medication Adherence" — <https://www.healthaffairs.org/doi/10.1377/hlthaff.2015.1456>
8. Surescripts, New Prescriptions More Likely to Reach Patients Through e-Prescribing — <https://surescripts.com/press-releases/new-research-suggests-when-sent-electronically-more-new-prescriptions-make-it-doctors-office-pharmacy-patient>
9. Journal of the American Pharmacists Association, "A Synchronized Prescription Refill Program Improved Medication Adherence" — <https://pubmed.ncbi.nlm.nih.gov/2514717/>
10. The Community Guide, Vaccination Programs: Health Care System-Based Interventions Implemented in Combination — <https://www.thecommunityguide.org/findings/vaccination-programs-health-care-system-based-interventions-implemented-combination.html>