

# Bridging the Gap to Better Patient Outcomes: What HCPs Want from Pharma's Digital Access Channels

207 U.S. Healthcare Providers • April 2026

We surveyed over 200 U.S. healthcare providers to uncover key barriers and opportunities for pharma's digital access and direct-to-patient channels. HCPs lack confidence that patients are starting and staying on branded medications. Addressing cost barriers, coverage gaps, and utilization management hurdles represent the greatest opportunity for pharma brands.

## KEY FINDINGS

1 in 2

HCPs are **not confident** that patients can navigate out-of-pocket (OOP) medication costs on their own

Top 2

Patient abandonment reasons: **medication not covered by insurance** and **high OOP costs**

#1

Factor that HCPs consider when prescribing to a digital channel: **patient receives lowest price**

## KEY MEDICATION ACCESS BARRIERS

- #1 Prior authorization process prevents timely, affordable access *(cited by 70% of HCPs)*
- #2 Patients abandon due to cost or coverage issues *(cited by 65% of HCPs)*
- #3 Patients struggle to navigate insurance and alternative payment options *(cited by 61% of HCPs)*

## TOP ABANDONMENT REASONS

- #1 Medication not covered by insurance *(cited by 79% of HCPs)*
- #2 High out-of-pocket costs *(cited by 76% of HCPs)*
- #3 Therapy delays due to PA wait times or fulfillment issues *(cited by 52% of HCPs)*

## WHY THIS MATTERS FOR PHARMA

Cost barriers, coverage gaps, and utilization management hurdles significantly impact branded therapy starts and adherence. Access programs that effectively minimize utilization management barriers for office staff through a technology-driven PA process and deliver a seamless access experience with transparent and affordable pricing for patients have the greatest potential to improve patient outcomes and brand performance.

## HCPS AND PATIENTS AGREE: AFFORDABILITY IS THE #1 OPPORTUNITY FOR DTP PROGRAMS

PHIL's March 2026 patient survey validates these findings: 34% have fully abandoned a medication due to cost, with 65% agreeing they would engage with a DTP program that offers the lowest available price. "Lower cost" ranks as the single most influential driver of adoption at 2x the weight of any other factor. [Read patient survey →](#)

## KEY FACTORS THAT IMPACT HCP ADOPTION

### TOP DRIVERS OF ADOPTION

- #1 Ensures patients always receive **lowest available price**
- #2 **Administrative support** for office on utilization management tasks
- #3 Proven track record of **improving patient outcomes**, such as starts and adherence

### KEY PROGRAM FEATURES

- #1 **Transparency and choice** for patients about the lowest available price across insurance and cash pay
- #2 **Dedicated patient and provider support**
- #3 Clear availability of a **patient copay price** not available elsewhere

## WHY THIS MATTERS FOR PHARMA

HCPs are clear about what they want from an access program: transparent pricing with cash and coverage options and support for patients, and utilization management tools for office staff. Brands that invest in access programs that deliver in these areas are best positioned to drive lasting adoption, engagement, and trust.