

Minutes Matter

Why “real time” means moving
faster than you think

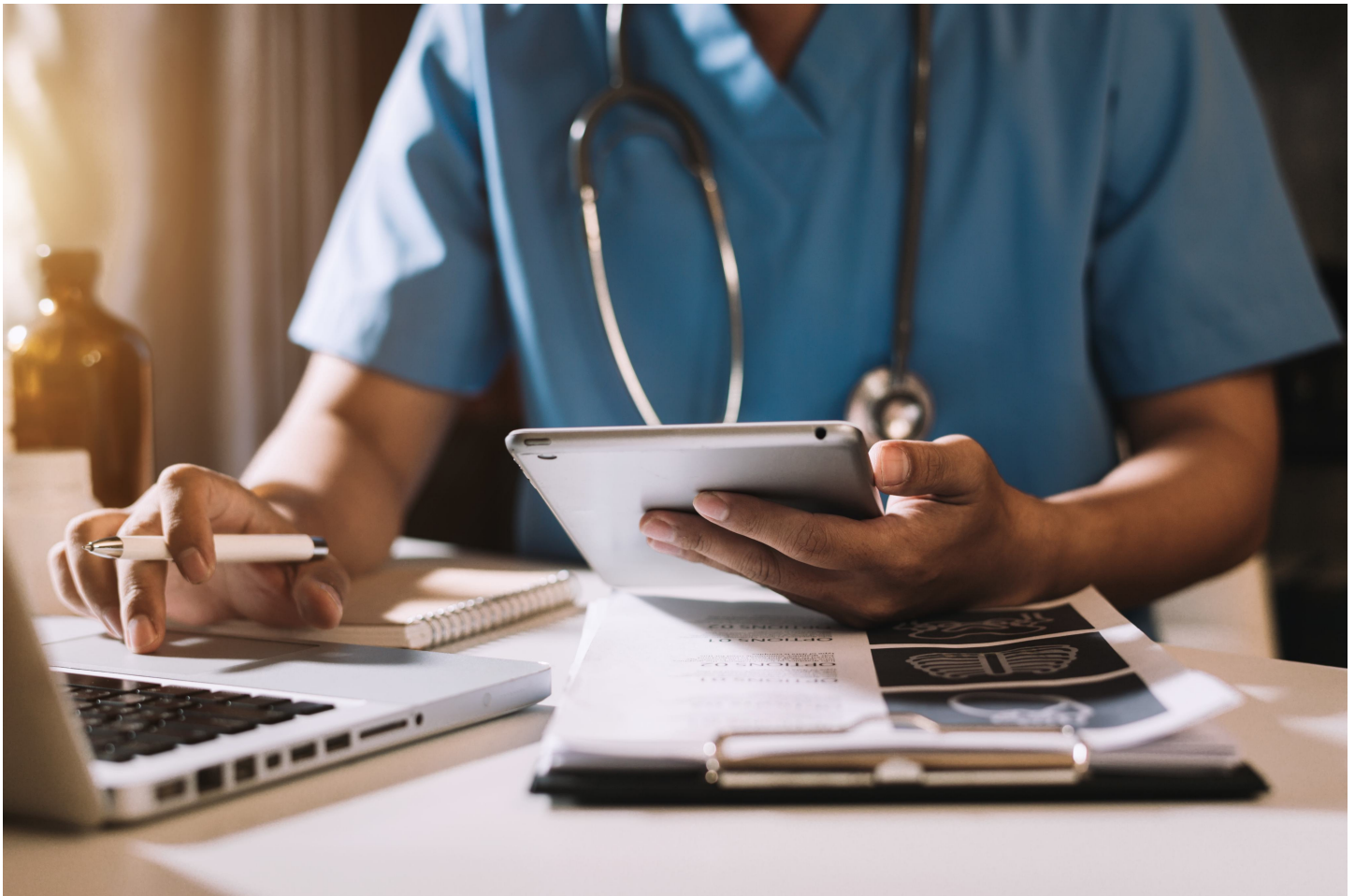
By Craig MacKenzie, Manaw Mohan, and Geoffrey Chaiken



For 20+ years, tech has driven better user experiences and business results by continually raising the bar on how fast great service can be. The same is true in pharma. Our proprietary analysis reveals that patients receiving a price within 15 minutes are 15% more likely to fill¹ than those seeing the same price delayed by several hours. Yet today, many patients must wait a day or more just to see a price at their pharmacy, and weeks for specialty medications. Pharma historically relied on channel partners to shape patient experiences – but new technology empowers leaders to actively deliver tech-level results.

Pharma must evolve to meet the speed that modern consumers now expect. We outline how.

¹ Defined as within 3 hours of receiving the price



How speed has raised the bar in tech

Businesses across industries face rising expectations for faster, frictionless experiences. Tech companies have set a new speed standard, providing critical insights for accelerating the prescription journey and meeting patient needs.

The impact of speed on consumer journeys in tech

Company	User insight	Speed-based tech innovation	Impact
 shopify	Performance pays. Buyers equate speed with convenience and trust; delays cause dropoff.	Faster storefront loading speeds across the platform.	Stores saw up to 25% higher conversion rates due to speed optimizations.
 amazon	Speed directly affects purchase decisions. Speed to value = retention.	Millisecond-level site speed optimizations.	Each 100 millisecond improvement increased sales by 1%.
 Pinterest	Speed boosts discovery and better user experiences.	Optimized mobile web experience with faster rendering.	+15% signups, +40% engagement time, -40% perceived load times.
 Instagram	Users expect immediate satisfaction and validation.	Instant photo posting via background uploading.	Explosive early growth: 1 million users in 2 months; 100 million within 2 years.
 Google	Consumers respond best when ads align with their immediate intent.	AI-driven, predictive ads delivered instantly at the "zero moment of truth" — the exact time a consumer researches before purchase.	Up to 40–50% higher conversions; 30%+ ROI improvement due to precisely timed relevance.

These examples demonstrate clear truths: Consumers demand speed. Speed drives success.

The clock is ticking for pharma

The need for speed in tech is intuitive. But how much does speed really impact prescription fulfillment? More than most realize; and in measurable – and actionable – ways. These actions can help pharma capture the ~40% of scripts left unfilled due to patient abandonment.

Our analysis shows that speed's impact can be measured in minutes. Arguably, speed is even more critical in pharma, where delays can directly affect patient health.

We analyzed¹ 2024 data across all products on BlinkRx. Our findings are clear:

Two-thirds of patients check out on the same day that they first see a price.

We further assessed each step along the prescription journeys. Among many variables, we measured time from HCP script submission to the patient seeing the lowest-available price ("time-to-price"). While our technology uniquely enables most patients to see a price within minutes, delays can occur – due to pharmacist verifications, missing information, or required prior authorizations.

We looked at how often patients check out quickly² based on time-to-price. While most industry leaders might intuitively believe that delays reduce fills, we believe that we have been the first to measure this effect in minutes. Our quantification of the impact is striking:

Patients who saw a price within 15 minutes were 15% more likely to fill their scripts than those who saw a price delayed by several hours³ (Figure 1).

If this insight feels intuitive to you, as it does with industry CEOs we have shared these findings with, consider whether your organization currently measures this critical metric, and, if so, how you're actively addressing delays.

To underscore this impact, IQVIA recently showed⁴ that

Only 46% of new scripts written were filled by patients. Around 18% of total written scripts were abandoned by the patient and never filled, meaning industry revenue would be ~40% higher if the patient abandonment issue were solved.

While delays aren't the only reason that patients abandon first fills, our analysis shows they play a major role. For launch brands, these challenges are particularly stark, with covered claims averaging just 28% of written scripts.

However, while minutes clearly matter, the pharma industry routinely sees delays of days (traditional hub processing times often exceed 48 hours, and specialty pharmacies sometimes take weeks to show a patient their lowest available price).

So what will it take to accelerate this?

¹ We discussed our data innovation in our previous [white paper](#): a Real-Time Rx Graph that integrates live, actionable insights with traditional aggregator data

² Defined as within 3 hours of receiving the price

³ Defined as a time-to-price of 3-12 hours

⁴ IQVIA Libraries - Quality of Access Library, Dec 2023

Figure 1: Script fill rates for different time-to-price ranges

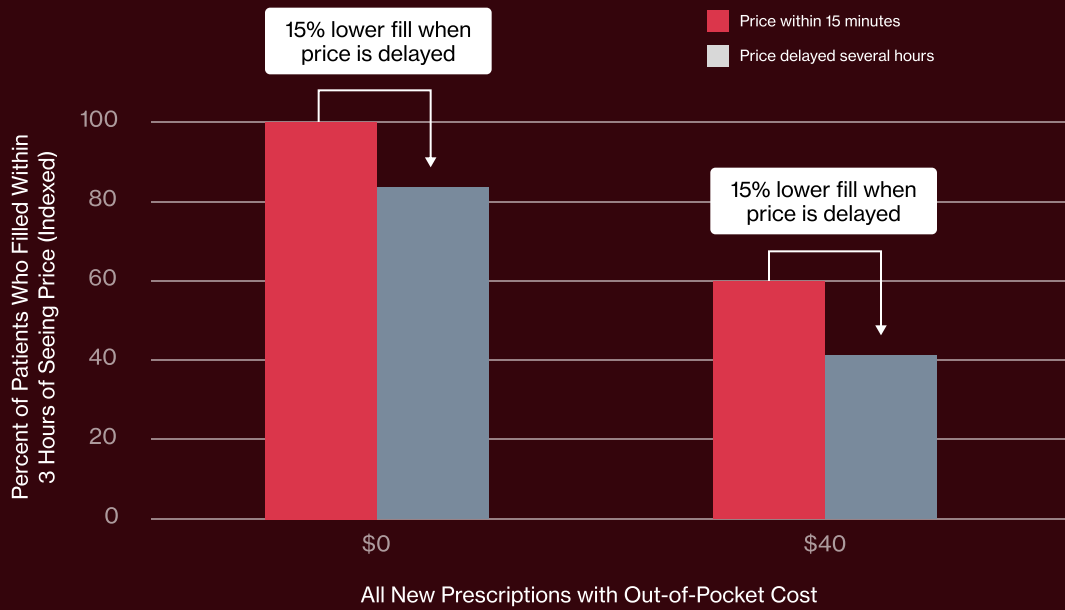
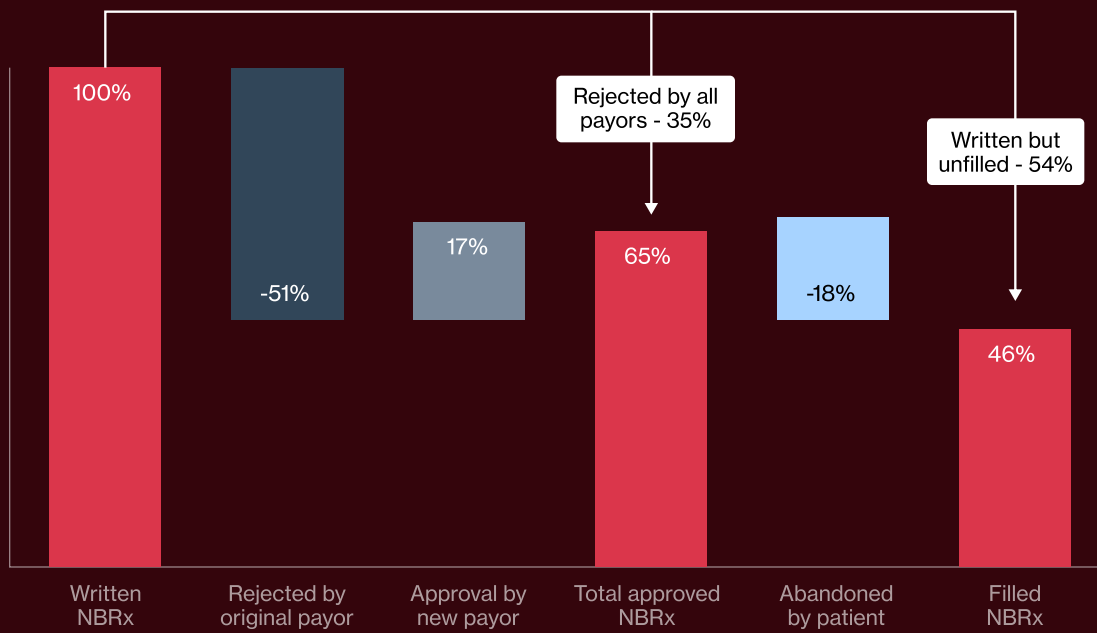


Figure 2: Acute and chronic novel active substances claims by status (Source: IQVIA)



IQVIA Libraries - Quality of Access Library, Dec 2023

Getting to patients in minutes: What will it take?

Pharma has long hidden behind the shared assumption that as a regulated B2B2C industry it cannot drive fast consumer-like experiences for patients. But new technology means this is now more perception than reality.

A prescription lifecycle management platform like BlinkRx allows pharma to act on real-time data – from the doctor's office through to checkout. This capability enables pharma to meet patient expectations of speed without regulatory compromise.

To achieve this, the pharma industry needs a “blank sheet of paper” approach – a complete reimagining of the end-to-end prescription lifecycle. The tech industry has shown what a modern experience could look like for prescriptions: patients seeing their price as soon as an HCP submits a prescription, and ordering medicine with a few clicks.

This means establishing a platform that sits on top of the supply chain and allows real-time visibility, delivering a consistent, modern patient experience for every patient. Manufacturers need tools that can control and optimize the experience. A prescription lifecycle management platform that quickly meets patient expectations needs the following capabilities:

1

A broad pharmacy network.

Not all pharmacies have access to all payers. This can mean otherwise covered claims become cash or require a higher price for the patient. This hurts conversion rates, patient experiences and brand profitability.

2

Digital network integrations.

To provide an accurate price, platforms must have deep, real-time integrations into the pharmacy network that allow compliant price sharing – not manual processes.

3

The ability to run real claims – and not rely on real-time benefit checks.

4

Industry-leading compliance

safeguards that ensure that patient assistance isn't offered to federally funded beneficiaries.

5

Intelligent script routing,

allowing HCPs to send scripts to a single non-dispensing pharmacy that triages the prescription to the right pharmacy for that patient, including to cash pharmacies when appropriate.

As pharma leaders strive to meet patient expectations for fast, great experiences, they need to ask themselves these three critical questions:

Does my front end (or patient hub) have the ability to deliver a patient's lowest available price within minutes?

Does my pharmacy network have coverage across all payors in all 50 states?

Is my organization ready to evaluate vertically integrated solutions that can deliver pricing information in minutes?

We are here to help you answer those questions — and more.

BlinkRx has invested \$400 million to address the biopharmaceutical industry's hardest problems and eliminate barriers between patients and prescriptions. We believe every patient deserves timely access to medicines, and we seek industry leaders who share our commitment.

BlinkRx has the technology, network and vision to make what's possible in healthcare a reality.

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