

TrialCard

Company Profile

Recognizing that patients face barriers beyond financial, TrialCard believes that traditional approaches to patient access solutions are not enough to deliver optimal patient experiences. **Fifteen years of transactional data and 17M healthcare related interactions** strengthen the impact of the programs that we design and manage. We are the largest provider of patient access programs in the industry, processing **over \$1 billion in reimbursement benefits per year**. TrialCard holds nine US patents related to the processing and marketing of patient access programs.

Through its 15-year history of innovation, TrialCard has helped brands achieve:

- 20% Increase in NRx
- 18% Increase in Patient Adherence
- 20% Reduction in Prescription Abandonment
- \$7M in Additional Revenue in 1 year through Analytics

Services and Offerings

- Co-Pay
- Voucher
- Buy and Bill
- Redemption Support
- Benefits Verification
- Nurse-led Adherence Programs
- Digital Patient Adherence and Engagement Solutions
- Patient Feedback System
- Tele-Detail and Tele-Promotion Programs
- HCP Engagement Programs
- Program Optimization
- Predictive Analysis
- Prescriber Targeting Analysis
- Behavioral Profiling
- Risk Models

What does patient-centricity mean to you and is the industry doing enough to fulfill the needs of patients?

In healthcare, patient-centricity goes beyond just "putting the patient first." It's a philosophy defined by the belief that the patient is the best person to make decisions about their own health. If we approach problem solving and product innovation through this lens and equip patients with the information and tools they need to make good decisions, we're being patient-centered. As the healthcare landscape shifts to reward outcomes and value over volume, understanding the barriers that patients face which prevent them from reaching optimal outcomes, has never been more important. "Patient Centric" pharmaceutical manufacturers will invest in products and other interventions that help patients become healthier while achieving better outcomes. Over the past few years, the healthcare industry has come a long way to integrate the patient's perspective into planning efforts. To ensure that we're harnessing the spirit of "patient-centricity," pharmaceutical manufacturers must still challenge traditional approaches.

Core Capabilities

TrialCard Market Access Solutions offers a comprehensive suite of services and customized programs that address access and adherence challenges throughout the patient journey.

- Patient Affordability and Access Solutions
- Patient Adherence and Engagement Solutions
- Hub Support Services
- Customer Experience Management
- Analytics and Business Intelligence

trialcard
Access. Acquisition. Adherence.

MARKET ACCESS SOLUTIONS

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Year Founded: 2000 Employees: 340 Website: www.trialcard.com