



# PRESCRIPTION PRICE TRANSPARENCY AND THE PATIENT EXPERIENCE

As stories about sticker shock and the cost of care dominate headlines and policy discussions, healthcare organizations are looking for cost-effective ways to improve patient outcomes and experience. Prescription price transparency tools hold particular promise. We already know that providers want greater price transparency for their patients. In fact, 74% of U.S. physicians say they want to see a patient's medical benefit information before prescribing, and 59% want to compare the cost of similar medications.<sup>1</sup>

Are patients equally eager to talk medication costs and coverage at the point of care? **Surescripts commissioned a survey of 1,001 U.S. patients to understand their prescription challenges, desires and behavior—and how their experience with their prescriptions affects the healthcare decisions they make.**

## KEY TAKEAWAYS

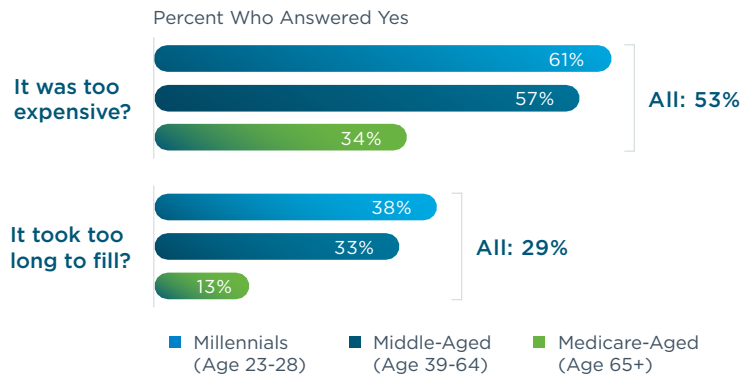
- **Prescription costs and delays continue to impact adherence.**
- **Today's patients are ready to talk about costs.**
- **Price conversations matter when patients choose and recommend providers.**
- **Millennials value prescription price transparency.**

# PRESCRIPTION COSTS AND DELAYS CONTINUE TO IMPACT ADHERENCE

Over half of patients reported that they had not taken a medication because it was too expensive, and 3 in 10 had not taken a prescription because it took too long to fill.

Of those who had not taken a medication because it was too expensive, **94% said they would have been willing to take a lower-cost alternative** if a doctor or nurse had suggested one.

## Have you ever not taken a medication because...

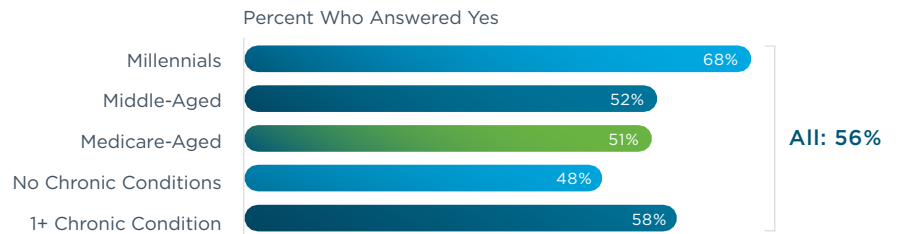


# TODAY'S PATIENTS ARE READY TO TALK ABOUT COSTS

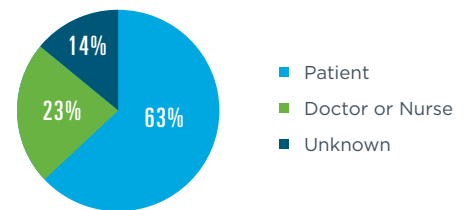
A majority of patients (56%) say they discuss prescription prices with their care providers at least some of the time. That's especially true for younger patients and those dealing with a chronic condition.

And if they do discuss cost, they're likely the one to start the conversation.

## When you visit your doctor, do you ever have conversations about prescription prices?



## Who starts the prescription price conversation?



# HOW ONE PHYSICIAN VIEWS PRESCRIPTION PRICE TRANSPARENCY

“Medication adherence begins with a shared decision-making process between the prescriber and their patient, and it must be informed by delivering accurate and patient-specific cost and coverage information at the point of care. Using the price transparency tool keeps the medication decision-making process in the exam room, where it belongs—between my patient and me.”

| Dr. Michelle Forbes, MD Pediatric Associates in Dallas, Texas

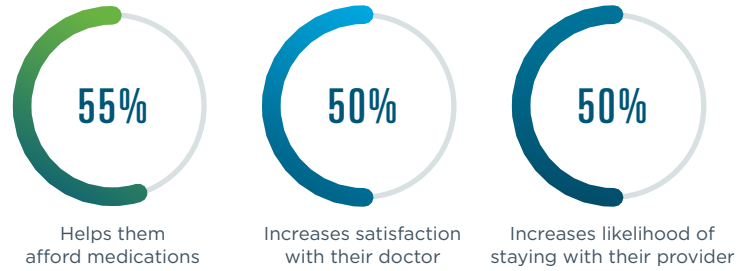
## PRICE CONVERSATIONS MATTER WHEN PATIENTS CHOOSE & RECOMMEND PROVIDERS

Prescription price transparency at the point of care doesn't just impact adherence—it affects patients' overall view of their care providers.

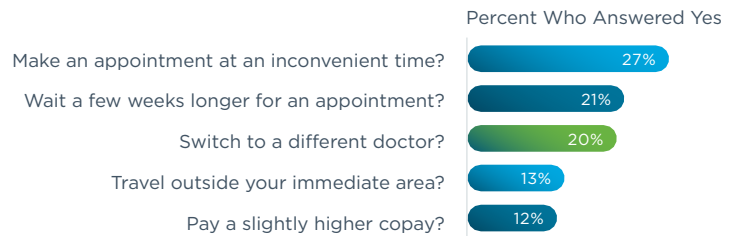
It makes such a big impression that **41% of patients said they've referred other patients to their doctor due to their experience having conversations about prescription prices** and lower-cost alternatives.

For many, the ability to discuss costs with care providers even trumps convenience: **61% said they'd be willing to spend extra time, effort or money in order to have these conversations.**

### How Prescription Price Conversations Provide Value to Patients



### In order to discuss prescription prices and alternatives with your provider, would you ...



## MILLENNIALS ESPECIALLY VALUE PRESCRIPTION PRICE TRANSPARENCY

Millennials place greater weight on discussions about prescription prices and lower-cost alternatives than older patients. They are more likely to find these conversations highly important and use them as a factor in choosing (or remaining with) a provider.

### Price Transparency Heavily Influences Millennials' Choice of Doctor



In order to be able to discuss prescription costs and alternatives at the point of care, **28% of millennials said they'd even be willing to find a new doctor.**

## TOWARD A BETTER-INFORMED PRESCRIPTION EXPERIENCE

Consumerism is shaping many corners of healthcare, with providers and technology companies working to serve a population that wants more convenient, connected and cost-effective care. Even the federal government is following suit: Starting in 2021, the Centers for Medicare and Medicaid services will require Part D plans to adopt real-time benefit tools that deliver prescription price transparency at the point of care.

This survey demonstrates that today's patients are indeed quick to consider prices and change providers

to get their desired experience, and prescription price transparency is a powerful way to meet their expectations. To do so, we need to equip and empower providers to access accurate, patient-specific medication price and coverage information at the point of care—and then get the right medication into the patient's hands without delay. Patient outcomes and satisfaction depend on it.

## ABOUT THE SURVEY

Surescripts partnered with Engine Group to administer a 15-minute online survey to a nationally representative sample of 1,001 U.S. consumers aged 23 and up who had visited a doctor and received a prescription within the past three months. Responses were collected on November 7-14, 2019.

<sup>1</sup> Surescripts, "Data Brief: Physician Perspectives on Access to Patient Data," April 2018, [https://surescripts.com/docs/default-source/intelligence-in-action/1785\\_databrief\\_providersurvey\\_graphics\\_final3\\_web.pdf](https://surescripts.com/docs/default-source/intelligence-in-action/1785_databrief_providersurvey_graphics_final3_web.pdf).

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