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Specialty Eye Care Brand Taps The Rx Assistant To Support Launch

With the launch of a new specialty eye care medication, one pharmaceutical manufacturer sought to bring relief to more than 25 million patients suffering from a pervasive, yet often untreated condition. The company initially focused its efforts on educating patients and healthcare professionals (HCPs). That included providing content and tools like quizzes, doctor discussion guides, a physician finder, and testimonials in conjunction with the brand's commercial go-to-market campaign.

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learn@therxassistant.com



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AI-powered digital navigation hub reduces patient and MD friction to expedite the journey from information to fill

Snapshot of program performance

- **6x** the forecast consumer volume
- **74%** were highly-qualified Rx seekers
- **70%** of consumers found a prescriber
- **1 in 6** consumers inquired about coverage

Information does not always lead to action

While the brand team introduced patient and HCP-facing resources to help address pain points revealed by their upstream research, concerns remained. There were still too few avenues for patients to initiate conversations or ask questions. That presented unmitigated risk—in particular, because of a television ad campaign queued in conjunction with the brand's launch.

The manufacturer was flighting its first-ever TV ad campaign supported by new materials and a redesigned website. Internal stakeholders and the company's media agency were focused on how to more efficiently pull-through interest generated by the campaign to qualified consumer and medical professional engagement.

Pairing clinical innovation with AI-powered digital navigation

The manufacturer was interested to take a technology-forward approach enabling patients to learn more about its specialty medication. That drove the brand team to look externally. In their search for a solution provider and partner, they identified The Rx Assistant, the first AI-powered digital hub built exclusively for pharmaceutical manufacturers.

The Rx Assistant was designed by experts from GoodRx®, Doximity®, and Epocrates®. Their core AI-powered digital hub product creates a concierge-like experience and helps address persistent gaps in pharmaceutical commercial programs, including patient and HCP engagement, new starts, and medication adherence.

Co-founder Sage Khanuja, recognized by PM360 as a 2025 ELITE 100 award winner said, "I don't take a lot of medication, but have watched family members and friends struggle with their journeys. I think everyone deserves an 'AMEX Black Card' style concierge to guide them from prescription to fill."

Because The Rx Assistant only draws upon MLR-approved content and supports pharmacovigilance reporting requirements, any reservations the organization initially had were quickly addressed.

A Ph.D. in brand content launched in a phased approach

From the outset, the brand team worked closely with The Rx Assistant to calibrate technology implementation with promotion. The launch of the TV advertising campaign served as a forcing function, providing a series of fixed checkpoints requiring tightly choreographed steps, notably those associated with compliance.

The most consequential step was the build. For the brand team, that meant The Rx Assistant needed to create a neural network, a "brain" capable of powering customer engagements. Because it was thoroughly trained on MLR-approved materials, The Rx Assistant effectively earned a Ph.D. in brand content—enabling the AI

to populate and respond to the top questions, including those related to the medication, its coverage requirements and cost, and help finding a doctor. And by harnessing social interactions, it could address those issues efficiently and at-scale, but still in a programmatic and compliant fashion.

In October 2024, the brand's white-labeled concierge, a version of The Rx Assistant, was introduced to the market. Successfully timed with campaign launch, the concierge was pushed live on the brand's website, hardwired into all media placements, and made accessible to patients through SMS/text. HCPs were able to access the concierge through QR codes embedded in educational materials provided by field sales representatives.

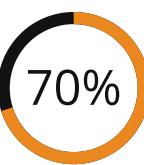
We needed to offer patients a better way and we were interested to leverage technology.

Delivering highly-qualified, engaged and satisfied patients

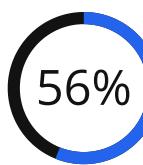
The brand team modeled its projections of program return based upon the assumption that The Rx Assistant might conduct 20-30 chats per day. They were surprised to see that they had been too conservative in their forecast. The Rx Assistant is instead trending toward 14,000 chats per month.

74%

of consumer questions asked were specific to the brand vs. the underlying condition



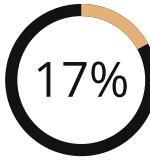
Consumers searching for a doctor who were able to successfully identify one



Consumers who inquired about medication safety, including its side-effects



Consumers who inquired about medication availability and/or pharmacies



Consumers who inquired about insurance coverage

And consumers love it!

One consumer even finished a conversation, "Thanks so much! 😊" Importantly, just 0.4% of users expressed any sort of frustration and only a handful had questions about adverse events or severe side effects. To help maintain adherence to pharmacovigilance guidelines, The Rx Assistant deployed a proprietary AI-powered feature that identifies, tracks, and reports events.

Looking forward, the brand team is focused on expanding the services performed by The Rx Assistant, as well as introducing a new modality, voice response.

*The Rx Assistant has been a
great partner.*

More about The Rx Assistant

The Rx Assistant is the first AI-powered digital navigation hub for pharmaceutical manufacturers. It simplifies the healthcare journey for patients and HCPs. The Rx Assistant is available 24/7 over the phone, SMS, and web to answer any brand question using med-legal approved content. It also verifies prescription and medical insurance benefits, finds and schedules doctors' appointments, supports prior authorizations, and can automatically enroll individuals in brand-sponsored affordability programs.

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