

From Prescription to Persistence: Drive Real-World Patient Impact



Executive Summary

A primary barrier to successful health outcomes is often not the treatment itself, but the challenge of keeping patients on their care journeys long-term. NimbleRx, a Swoopy Company's data-driven interventions provide the support necessary to keep patients on their clinical journey, ensuring they receive the full benefit of their prescribed therapies.

About NimbleRx

NimbleRx enables people to live their best lives by improving access, understanding, and management of their healthcare. The technology helps independent and regional pharmacies deliver the best possible care to their communities by modernizing pharmacy workflows. It simplifies everything from mobile checkout and prescription fills/refills to patient communications. By dismantling the barriers to consistent care, Nimble's digital interventions drive significant impact, improving medication

adherence by 26-40 percent while freeing pharmacists from busy work so they can spend more time on patient care.

As part of Swoop's privacy-by-design approach, NimbleRx's prescription fulfillment data integrates into an exclusive commercial intelligence layer. These signals enable life sciences companies to accelerate therapy adoption, support long-term adherence, and drive measurable impact across the treatment lifecycle.



Outcomes

Bridging the Adherence Gap

NimbleRx programs consistently increase care plan adherence by 26% to 40%.

Extending Therapy Duration

Patients in our programs increase refills of prescribed medications by 0.7 to 1.0 additional refills per patient in the first year.

Increasing Clinical Engagement

Digital outreach drives a 49% to 57% lift in specialist appointments, ensuring patients stay connected to care providers throughout treatment.

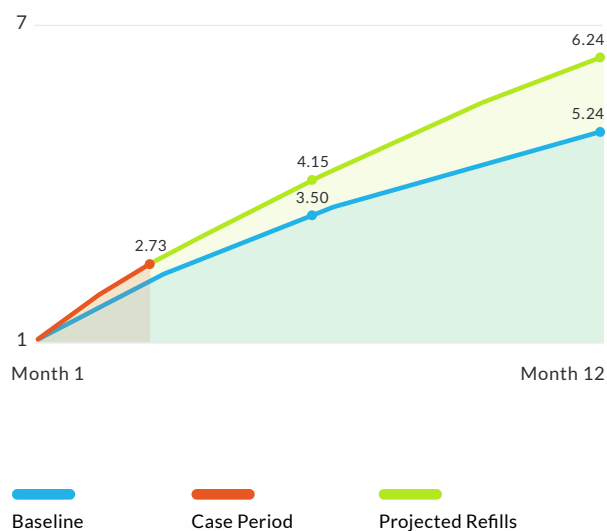
Enabling Continuing Care for Depression

In depression management, consistency is vital for therapeutic stabilization. NimbleRx conducted a three month medication adherence program for an oral antidepressant, focused on reducing the attrition common in antidepressant care plans.

Clinical Challenge

High rates of therapy discontinuation in patients diagnosed with Major Depressive Disorder (MDD).

30-Day First Fill Abandonment Rate



Based on these results, the antidepressant brand extended the initiative through 2026.

Results

26% Improvement in Adherence

NimbleRx's digital interventions increased refills by 26% compared to baseline refill rates.

1.0 Additional Fill (Projected) Per Year

Patients in the program are projected to fill their prescription one additional time on average vs. baseline in the first year, extending the treatment window for therapeutic efficacy.

Exceeding Expectations

The program outperformed initial clinical targets for patient retention by over 60%.

Connecting Patients to Specialist Care (Dermatology)

Effective care plans for chronic conditions like Atopic Dermatitis (AD) and Plaque Psoriasis (PsO) often fail because patients lose contact with specialists. NimbleRx interventions help drive patients back into the clinic for care as well as fill their prescribed medications.

Clinical Challenge

Patient exposure to advertising in our platform led to conversion lifts ranging from 6x to 20x over control groups.

Results

57% Lift in Dermatologist Visits

Targeted messaging directly influenced 57% more patients (vs. control group) to visit their dermatologist within a six month time period (9,550 incremental visits during the time period).

49% Lift in Allergist Visits

The initiative also successfully drove 49% more patients (vs. control group) to an allergist for care (1,108 incremental visits).

2031% Lift in New to Brand Starts

NimbleRx identified and supported patients diagnosed with AD and PsO who were “treatment-naïve” or currently struggling on topical steroids, to facilitate their first prescription fills. The program drove over 2,600 new patients to fill their prescription for the brand, driving adherence to the care plan.



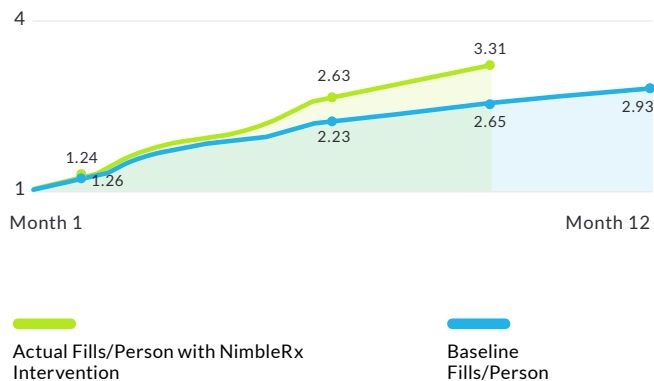
Long-Term Maintenance in Women's Health

Sustaining health outcomes in women's health requires overcoming the "out of sight, out of mind" hurdle, especially with long-term maintenance medications.

Clinical Challenge

Maintaining patient adherence when medications are dispensed in infrequent, 3-month supplies.

Fills / Person Over Time



Results

Consistent Growth in Adherence

By month 9, patients supported with NimbleRx were significantly more likely to continue their therapy compared to the control group.

40% Refill Increase

The refill rate continued to climb steadily above the baseline every month, reaching 3.31 fills per person by month 9 compared to a baseline of 2.65.

Volume of Care

The average dispensed quantity—a measure of how much actual medication the patient has on hand—increased by 11% in Month 3 and 14% by Month 6, ensuring better therapy coverage.

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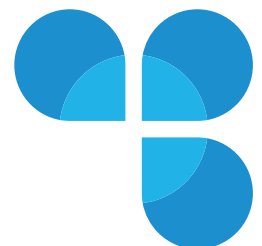
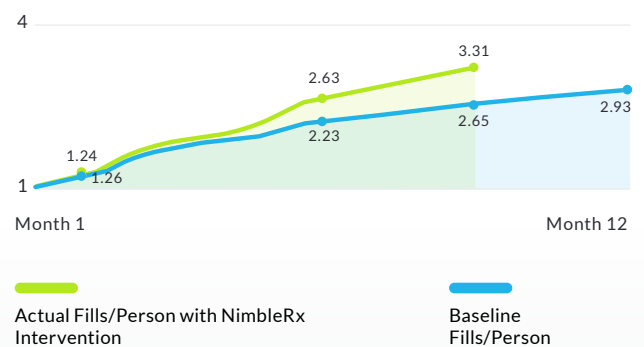
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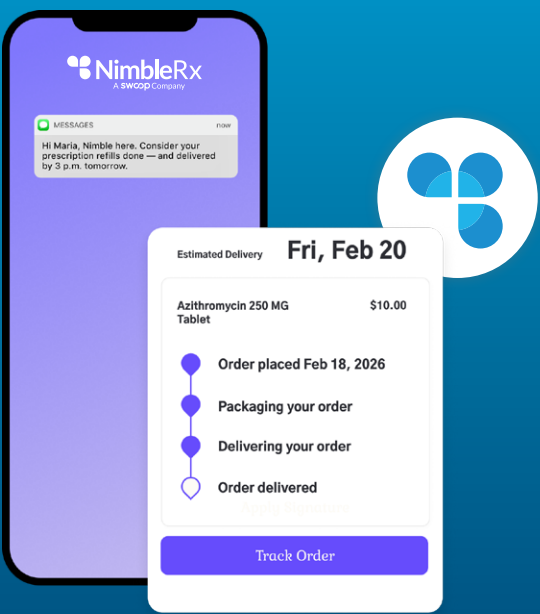
Fills / Person Over Time



Conclusion: NimbleRx Programs Deliver Better Outcomes

The evidence across these diverse treatment areas and patient populations shows that NimbleRx initiatives do more than just prompt a transaction; they facilitate a sustained clinical relationship that helps keep patients on their care plans, substantially increasing refills and ultimately driving better outcomes.

For pharma and life sciences brands, this sustained engagement translates directly into measurable revenue growth, improving persistence, increasing lifetime patient value, and ensuring more prescriptions convert into realized, ongoing therapy.



The image displays the NimbleRx app interface. On the left, a smartphone screen shows a message from NimbleRx: "Hi Maria, Nimble here. Consider your prescription refills done — and delivered by 3 p.m. tomorrow." On the right, a white card displays order tracking information for "Azithromycin 250 MG Tablet" priced at \$10.00. The card shows a timeline with four steps: "Order placed Feb 18, 2026", "Packaging your order", "Delivering your order", and "Order delivered". A "Track Order" button is at the bottom of the card. The background is a blue gradient with a white NimbleRx logo.

To find out more about
NimbleRx, go to swoop.com