

Bridging the Gap: Transforming the Patient Journey through Targeted Activation and Adherence



Executive Summary

In an increasingly competitive pharmaceutical landscape, NimbleRx, a Swoop Company has demonstrated the ability to drive measurable brand growth by addressing critical friction points: initial conversion, first-fill abandonment, and long-term adherence.

Brands across a wide range of treatment areas (TAs) from dermatology to gastrointestinal to diabetes and weight loss have achieved significant success acquiring and retaining patients using our integrated platform.

Beyond brand performance, these outcomes translate into meaningful patient impact.

By reducing barriers at initiation and supporting patients with timely, personalized outreach, NimbleRx helps individuals start therapy sooner, stay on track with fewer gaps in treatment, and maintain greater continuity of care—ultimately driving better health outcomes.



MESSAGES

now

It may be time to refill your prescription! You can request a refill below and we'll start to get it ready.

[Request Refill Now →](#)

Outcomes

Patient Acquisition

Targeted marketing delivered a **6x to 20x lift** in patient conversion to the brand compared to control groups.

Reduction in Abandonment

Digital pharmacy interventions reduced first-fill abandonment by an average of **24%**.

Long-Term Adherence

Programs generated an average of **0.7 additional refills per patient** over a period of 12 months.

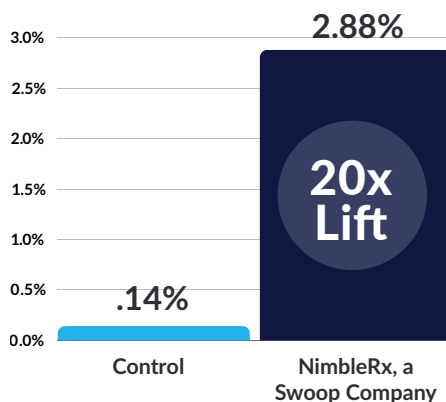
Driving Brand Conversion

NimbleRx marketing solutions move patients from awareness to action. By leveraging targeted exposure at key moments when patients are ready to convert, brands have seen dramatic increases in conversion rates for their medications.

Aggregated Results

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

Patient Conversion Rate to Brand A
(Through 6 Months)

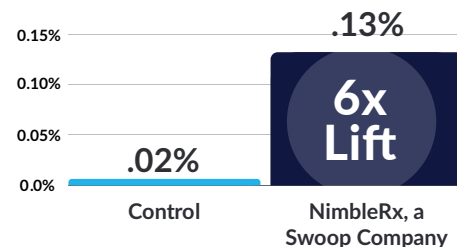


Brand A

A topical solution for psoriasis, achieved a 20x conversion lift among exposed patients over a 6-month period vs. a control group, resulting in approximately 2,614 new patients acquired.

*All rates are statistically significant at the >90% confidence interval

Patient Conversion Rate to Brand B
(Through 6 Months)



Brand B

A late to market, sub-q biologic solution for psoriasis experienced a 6x lift in incremental new to brand starts over the control group.

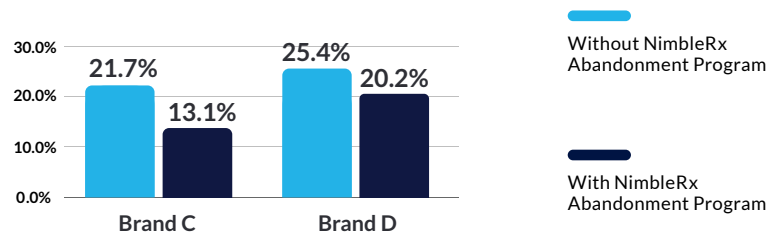
*All rates are statistically significant at the >90% confidence interval

Data for Brand A and Brand B are from a third party measurement company

Reducing First Fill Abandonment (FFA)

NimbleRx's FFA pharmacy intervention programs reach patients at the critical points of their first prescription journey to ensure they follow through with the initial fill, reducing the abandonment rate by an average of 24% (an absolute reduction of 3 to 8 percentage points).

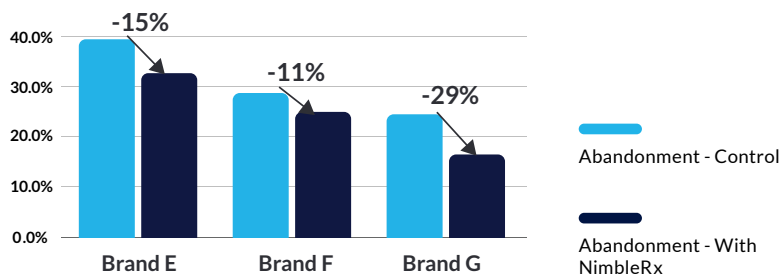
30-Day First Fill Abandonment Rate



Company 1

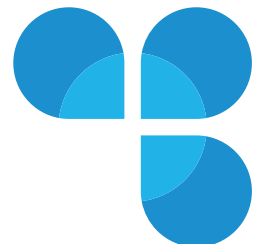
A global pharmaceutical manufacturer ran a FFA program with NimbleRx for two of its GI brands. With a series of six messages tailored and timed specifically to drive the initial fill, the program achieved meaningful reductions in 30 day FFA: a 39% reduction for Brand C and a 20% reduction for Brand D.

Abandonment - Control vs. Test



Company 2

A leading global pharmaceuticals company significantly reduced its FFA rates across three of its diabetes and weight loss brands. Brand E, experienced a 15% reduction, Brand F experienced a 11% reduction, and Brand G experienced 29% reduction.



Keeping Patients Adherent to Their Care Plans

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Aggregated Results

Over 12 months, brands saw refills per patient increase by 0.3 to 1.6 fills, with an average lift of 0.7 refills. Total refills increased between 21% and 174%.

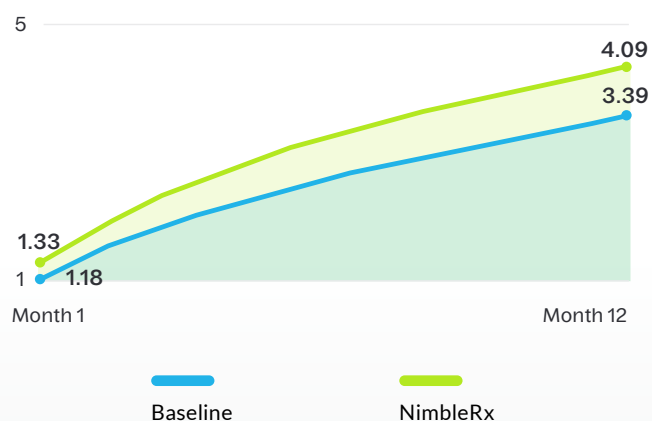
Increase in Refills Per Person at Month 12



Brand H

A medicated wipe to treat hyperhidrosis, experienced a 60% lift in commercially covered, profitable refills after partnering with NimbleRx. The program increased refills per patient by 0.7 over a 12 month period, with more than half of the increased refills occurring in the first three months of the campaign.

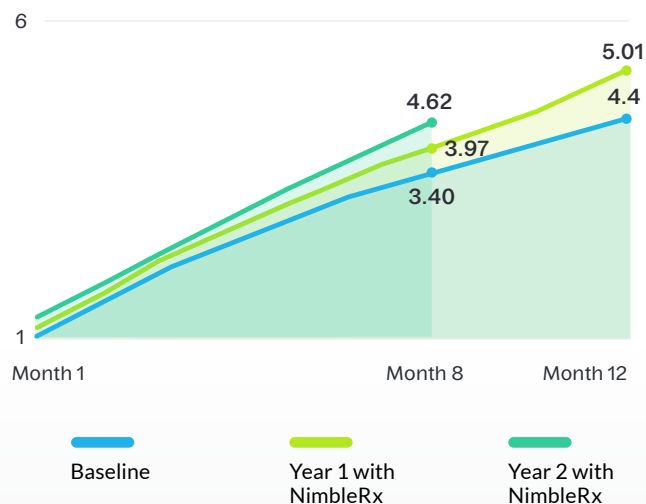
Fills / Person Over Time



Brand G

A women's health product for treating symptoms of menopause, ran an adherence program that resulted in a 15% lift in refills despite a 10% decline in new-to-brand prescriptions (NBRx). Incremental refills per patient jumped by 0.6 in Year 1 and are trending toward a 1.0+ increase in Year 2.

Fills / Person Over Time



The NimbleRx Advantage



Direct Patient Engagement at The Point of Dispensing

Unlike solutions that rely on intermediaries or reach patients through indirect channels, NimbleRx executes the pharmacy-patient transaction directly. This gives brands a rare and powerful capability: the ability to engage patients in real time during their digital pharmacy experience and at every stage of the treatment journey. The result is outreach that is timely, contextually relevant, and meaningfully more likely to drive action—whether that’s completing a first fill, continuing therapy, or staying adherent over the long term.



Trusted By The World's Leading Pharmaceutical Companies

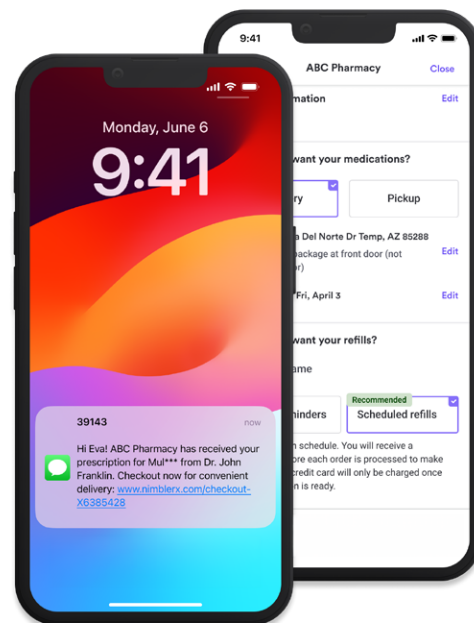
Seven of the top 10 global pharmaceutical companies choose NimbleRx as their partner for patient acquisition and adherence. This level of industry adoption reflects confidence in our ability to deliver compliant, measurable, and scalable solutions across a broad range of therapeutic areas.

Together, these capabilities give NimbleRx an unmatched ability to support both brands and patients — bringing together direct access at the point of dispensing, broad network reach, and the trust of the industry’s top companies. The result is fewer gaps in therapy, greater continuity of care, and better health outcomes for patients at every stage of their treatment journey.



A Pharmacy Network Built For Reach

NimbleRx operates across independent pharmacies and supermarket chains throughout the U.S., making it the 3rd largest pharmacy footprint in the country.



To find out more about
NimbleRx, go to [swoop.com](https://www.swoop.com)