

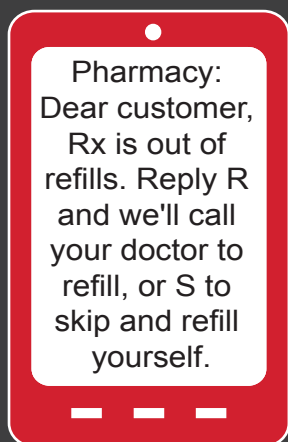
ANOTHER WEST SUCCESS

The Challenge

Improve Patient Adherence to Their Prescribed Medication

The West Solution

Outbound SMS to Remind Patients to Refill Their Medication

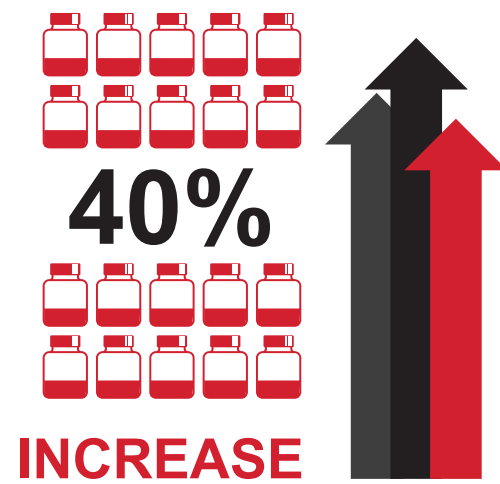


18.2M Reminders Sent via SMS
in the First Four Months

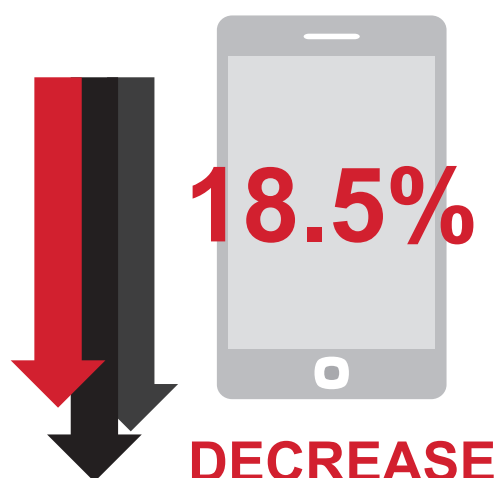
The Results



In Customers Offered
the Ability to Refill



In Customer Order Rates



Outbound Cost per Attempted
Contact to Refill Prescription



Higher Refill Rate by using SMS