

TAILORMED

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TECHNOLOGY  
INNOVATION  
LEADER

*Enhancing Customer Impact Through  
Powerful Technology Integration*

*RECOGNIZED FOR BEST PRACTICES IN THE  
NORTH AMERICAN HEALTHCARE FINANCIAL  
NAVIGATION SOLUTIONS INDUSTRY*

## Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. TailorMed excels in many of the criteria in the healthcare financial navigation solutions space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Technology Leverage</i>
Financial Performance	Commitment to Innovation
Customer Acquisition	Commitment to Creativity
Operational Efficiency	Stage Gate Efficiency
Growth Potential	Commercialization
Human Capital	Application Diversity

### The Transformation of the Healthcare Financial Navigation Solutions Industry

Healthcare patients increasingly face high out-of-pocket expenses, leading to rising medical debt and prescription abandonment. This financial burden extends beyond patients, affecting healthcare providers, pharmacies, and pharmaceutical manufacturers. Health systems and hospitals experience increasing rates of uncompensated care, as patients unable to afford treatment default on their bills. Pharmacies lose revenue when prescriptions go unfilled. Pharmaceutical manufacturers, aiming to commercialize their medications, face obstacles as affordability issues limit patient access and adherence.

Many aspects of healthcare, particularly within pharmacy operations and pharmaceutical hub services, continue to rely on labor-intensive, manual workflows. Technology plays a pivotal role in streamlining processes that remain antiquated - despite regulatory advancements such as the Meaningful Use Act. Artificial intelligence (AI) and technological innovations are accelerating software development cycles, enabling subject matter experts to enhance specialized areas like medication access and affordability. By integrating these advancements, Frost & Sullivan appreciates how prescribers can make more informed clinical decisions, healthcare delivery can be optimized across different settings, and patients can better connect with support programs.

Regulatory shifts and evolving government policies continue to introduce systemic uncertainty across the healthcare sector, particularly in relation to drug pricing and patient cost exposure. Legislative interventions, such as the Inflation Reduction Act, have enacted targeted reforms (e.g., Medicare Part D spending caps and mechanisms for negotiated drug pricing) to improve affordability. However, the

absence of consistent regulatory direction across administrations disrupts long-term strategic planning, creating barriers to sustained innovation and predictable patient outcomes. This policy instability is further compounded by unresolved issues like copay accumulator programs, which have directly increased out-of-pocket costs. As a result, regulatory changes often produce complex trade-offs: efforts to control pharmaceutical spending may inadvertently drive up costs in adjacent areas, exemplified by the rise in insurance premiums and deductibles following the implementation of the Affordable Care Act.

Frost & Sullivan's research reveals that the evolving pharmaceutical services ecosystem presents significant opportunities for innovation. Industry players, backed by private equity investments and strategic acquisitions, are rethinking traditional models of patient-pharmacist engagement. Emerging platforms seek to bridge the gap between prescribing physicians and medication dispensing, fostering a more integrated approach to healthcare access. This industry shift underscores the potential for disruptive solutions that redefine patient support services. TailorMed operates at the intersection of patients, providers, pharmacies, and pharmaceutical companies by properly navigating the evolving healthcare landscape.

### TailorMed: Bridging Healthcare and Financial Access for Patients

Founded in 2018 and headquartered in New York, TailorMed is a healthtech company that helps patients afford high-cost medications by streamlining access to financial assistance programs. Its technology

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**- Unmesh Lal**  
**Research Director**

integrates directly with electronic health records (EHRs) and pharmacy systems to identify patients at risk of financial hardship and automatically connect them to appropriate support options like copay assistance, foundation grants, or free drug programs.

By building the largest medication affordability networks in the United States (US), TailorMed delivers true value across the healthcare ecosystem. The platform improves financial outcomes for providers and pharmacies, enhances treatment adherence, and helps manufacturers ensure access to their therapies. Its data-driven and compliant approach allows for real-time engagement, automated enrollment, and measurable impact on revenue recovery and patient

care. Frost & Sullivan points out that TailorMed's solutions go well beyond affordability, incorporating social determinants of health and human support to address broader barriers to care.

### Transformative Solutions for Medication Affordability

TailorMed addresses the growing challenge of medication affordability by operating at the intersection of healthcare and finance. The company provides a scalable and sustainable solution that integrates with the dynamics of the US healthcare system. A key challenge in the industry has been the disconnect between pharmaceutical companies and patients at the point of prescription and medication dispensation. Historically, manufacturers have relied on internal processes, third-party service providers,

or digital solutions to manage access, affordability, and adherence programs. However, these approaches often lack real-time visibility into patient prescriptions and medication needs.

TailorMed bridges this gap by integrating directly with healthcare providers' electronic health records, pharmacy management systems, and revenue cycle platforms. This integration enables real-time visibility into prescriptions within partnered health systems and facilitates direct patient engagement. By operating on behalf of healthcare providers, the company ensures financial assistance solutions align with the interests of hospitals, pharmacies, and pharmaceutical manufacturers. This unique position allows TailorMed to streamline patient enrollment in financial support programs at the moment of diagnosis and prescription, enhancing access to essential medications while benefiting all stakeholders across the ecosystem.

TailorMed's enterprise software suite enables health systems and pharmacies to manage the full lifecycle of financial assistance programs. Integrated with EHRs, it identifies high-risk patients, streamlines eligibility verification, and automates enrollment. The patient experience solution allows individuals to see matched financial assistance programs, self-enroll, and securely store savings cards in a virtual copay wallet. Additionally, the company provides support services to augment provider teams, ensuring more patients benefit from assistance.

The platform leverages five key data categories: patient demographics, insurance, treatment, medication, and diagnosis, primarily sourced from EHRs. This data enables precise matching of patients to financial assistance programs. Income and household size data facilitate federal poverty level assessments, ensuring eligibility for relevant aid while minimizing manual verification efforts. Beyond medication affordability, TailorMed incorporates social determinants of health to provide holistic financial support. By integrating charity programs that address transportation, nutrition, and housing insecurities, the platform assists patients facing broader financial challenges associated with their care.

TailorMed's enterprise platform provides three specialized solutions for financial navigation teams, pharmacy teams, and healthcare leadership: TailorMed Financial Navigation, TailorMed Financial Insights, and TailorMed Pharmacy. Financial assistance efforts are often fragmented, relying on spreadsheets and manual tracking. The platform centralizes these processes, offering visibility into patient needs and the financial impact of assistance programs. This allows chief financial officers, revenue cycle officers, and pharmacy leaders to quantify financial benefits, including revenue collection, cost avoidance, and margin improvements.

TailorMed Pharmacy supports health system pharmacies in managing free drug orders. Providers and pharmacies can also administer their own charity or hardship funds through TailorMed Funds Management. Patient engagement features include self-enrollment capabilities, a virtual copay wallet, and omnichannel communication via text, email, and in-app messaging, reducing manual outreach efforts.

Through the direct integration of application programming interfaces with copay assistance vendors such as IQVIA, TailorMed automates financial aid enrollment. By identifying eligible patients through EHR data and transmitting consented information instantly, approvals occur in real time. This reduces the time to enrollment, shortens the gap between prescription and first fill, and enhances medication adherence.

The company also offers a digital self-service platform, TailorMed Connect, which gives patients a secure way to discover, enroll in, and manage financial assistance while care teams focus on higher-value support. The platform guides patients from initial outreach to ongoing benefit management through a streamlined, mobile-first experience.

Care teams send a one-time secure link by text message or email. Patients verify their identity with their date of birth and a confirmation code sent to their phone, with no application to download. Once signed in, patients review eligible affordability programs for their prescribed medications and complete enrollment online. The platform stores copay cards and program details in a digital wallet that simplifies renewals and claims.

TailorMed Connect expands access by using digital outreach to reach more patients at speed and reduce back-and-forth communication. The platform supports adherence because lower out-of-pocket costs consistently correlate with improved treatment persistence and fewer therapy interruptions. It empowers patients to explore support options and complete enrollment on their own time, while clinical and financial navigation teams remain available as needed. Organizations reduce operational burden by shifting manual tasks away from call centers and financial navigators, and they shorten time to therapy by removing administrative hurdles that delay treatment. Teams also gain actionable visibility, with enrollment and activity data displayed directly within TailorMed to inform follow-up.

The platform adapts to organizational needs through a co-branded interface that incorporates each provider's logo, colors, and messaging. It fits seamlessly into existing workflows with one-click sending and full visibility into patient activity. Patients can access the experience on any device, benefiting from an accessible, mobile-optimized design that accommodates all literacy levels. TailorMed Connect also positions organizations for future needs, starting with affordability and expanding toward education and broader patient support resources across the care journey.

### Scalable Impact Across the Healthcare Ecosystem

TailorMed has built the largest medication affordability networks in the US, integrating with healthcare providers, pharmacies, and pharmaceutical manufacturers, including MetroHealth, Providence, Walgreens, Janssen, and Pfizer. The company collaborates with over 800 hospitals and 1,300 clinics, automating the identification of patients with high-cost prescriptions and connecting them to financial assistance programs<sup>1</sup>. By integrating directly with electronic medical records, the platform streamlines affordability processes, reducing uncompensated care for providers and ensuring patients receive necessary medications with minimal out-of-pocket costs.

The solution extends to pharmacies, including major specialty and retail chains, where it helps reduce prescription abandonment rates by securing financial assistance before dispensing. This network expansion led TailorMed to engage with pharmaceutical manufacturers, demonstrating how its platform improves patient access and adherence to treatment. By providing real-time visibility into prescription data and enabling digital enrollment in financial support programs, the company addresses inefficiencies

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<sup>1</sup> Frost & Sullivan's Best Practices Research Interview of TailorMed (April 2025)

in traditional assistance models. More than 100 manufacturer financial assistance programs have already integrated with the platform, making life sciences the company's fastest-growing vertical.<sup>2</sup>

The platform's impact is evident through measurable financial outcomes. Healthcare providers using TailorMed have reported significant revenue gains, with some mid-sized practices and large health systems achieving multimillion-dollar increases in financial assistance and top-line revenue. Pharmacies leveraging the platform have similarly improved prescription adherence, reduced out-of-pocket costs for specialty medications, and optimized financial aid collection. A leading specialty pharmacy, for example, facilitated \$1.3 billion in financial assistance within a year, significantly reducing patient costs and improving medication accessibility.<sup>3</sup>

### Operational Excellence and Strategic Expansion

While automation drives efficiency, TailorMed recognizes that many patients require human interaction. TailorMed offers a team of experienced financial navigators to scale or augment a provider or pharmacy's existing staff. TailorMed's navigators ensure maximum program utilization, complementing the technology-driven approach. This combination of automation and human support enhances financial assistance efforts, improving patient access to care while optimizing institutional resources.

Beyond direct patient support, TailorMed prioritizes compliance and security. As a cloud-based system, it incorporates technical, administrative, and human safeguards to maintain regulatory standards. The

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**- Marcos Ainchil**  
**BPR Analyst**

platform serves three primary customer segments: healthcare providers, pharmacies (including specialty, infusion, and retail), and life sciences companies. The growing network effect has led to increased engagement, with pharmacy and healthcare system customers encouraging manufacturers to join the ecosystem. This expansion enhances automation and streamlines financial assistance processes for all stakeholders.

Frost & Sullivan points out that TailorMed differentiates itself through strategic partnerships - rather than simply duplicating existing solutions. In therapeutic areas requiring high-touch nursing programs, the platform integrates with external services (rather than developing its own). By

leveraging real-time prescription data, it connects patients with appropriate third-party support while maintaining a central role in financial navigation.

TailorMed adheres to stringent data security and privacy standards, ensuring compliance with Health Insurance Portability and Accountability Act, System and Organization Controls 2, and a security framework aligned to HITRUST requirements. Business Associate Agreements govern data access with

<sup>2</sup> Ibid.

<sup>3</sup> Ibid.

providers and pharmacies, and all data handling undergoes rigorous security reviews by covered entities. Patient data is never shared with pharmaceutical companies unless explicit patient consent is provided for financial assistance enrollment.

TailorMed's growth strategy encompasses both organic and inorganic expansion. With a focus on removing cost-related barriers to care, the company has established a strong presence in affordability solutions while expanding into benefit verification, patient engagement, and hub enrollment. Strategic acquisitions complement internal development efforts, as demonstrated by the successful integration of a 2021 acquisition. Moving forward, the company actively evaluates new opportunities to enhance its platform and scale its impact.

A mission-driven culture remains central to TailorMed's success. Many team members have personal experiences navigating complex medical journeys, fostering a deep commitment to patient advocacy. The company prioritizes integrity, ensuring promises made to customers align with deliverables. This approach cultivates long-term relationships built on trust, even when short-term financial gains are not immediately evident. By maintaining high-touch engagement with clients, TailorMed continues to differentiate itself in a healthcare ecosystem where trust is paramount.

Looking ahead, TailorMed anticipates a fundamental shift in the way patients, providers, and pharmacies interact with pharmaceutical companies. Technology-driven solutions, coupled with redefined structural partnerships, will facilitate real-time access to critical data, enhancing patient support and medication accessibility. The company's long-term vision is to influence every prescription and medication encounter in the US, addressing affordability challenges, improving access, and optimizing patient care across interconnected healthcare networks.

## Conclusion

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Frost & Sullivan analysts recognize how TailorMed has redefined the financial navigation platform industry through cutting-edge technology, deep healthcare integration, and a mission-driven approach to solving medication affordability. By automating and streamlining access to financial assistance, the company delivers measurable impact across health systems, pharmacies, and life sciences. Its platform not only addresses financial barriers, but also improves medication adherence, reduces uncompensated care, and enhances operational efficiency. TailorMed's ability to scale its network, prioritize data security, and combine automation with human support sets it apart in a fragmented and evolving healthcare landscape.

With its strong overall performance, TailorMed earns the 2025 Frost & Sullivan Technology Innovation Leadership Recognition in the healthcare financial navigation solutions industry.

## What You Need to Know about the Technology Innovation Leadership Recognition

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Frost & Sullivan's Technology Innovation Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Recognition Analysis

For the Technology Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### Technology Leverage

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### Business Impact

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

