

# Breaking Down Adherence Barriers

With Lash Group, it's possible.



Empowering patients to take part in a more complex therapy regimen requires a higher standard of program innovation. Improving medication adherence requires pushing the patient support discipline forward by combining the market's most

advanced technology with the industry's most experienced clinical staff. **It means putting the patient at the center and committing to continuously improving not just outcomes, but how we get there.**

## Lash Group is transforming healthcare journeys through state-of-the-art, patient-centered adherence solutions.



**Engage patients where they are**, in their treatment journey and in life, with a flexible service offering for educational, behavioral and clinical services.



**Deliver personalized interventions and treatment** with individualized adherence risk assessments using predictive analytics and machine learning.



**Drive behavioral change** with the industry's first hub solution to leverage mobile engagement to reach patients before the first fill.



**Connect patients and nurse counselors in real time** with innovative technology for tracking and scheduling tasks.

### The Lash Group Difference: Our relentless commitment to clinical quality

- Clinical Services are URAC accredited for CORE
- The most qualified clinical staff in the industry
  - > Lash Group nurse counselors have a minimum of 5 years of experience with telephonic and disease-specific expertise
  - > More than 50% of nurses across the spectrum of disease states are certified in their specialty; oncology is 100% certified

With Lash Group, empowering patients to participate in their own health is possible.



# Three Decades of Patient-Centered Innovation



**Lash Group pioneered the patient services industry.**

Three decades later, we continue to innovate with purpose, putting the patient at the center of everything we do. And we continue to lead the patient support industry in finding new ways to:

- Drive access to innovative therapies
- Navigate access hurdles seamlessly
- Reduce the complexity of the healthcare journey
- Increase patient adherence universally

*Proving time and time again that with Lash Group,  
it's possible.*

Find out what else is possible at [lashgroup.com](https://lashgroup.com)

