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TRANSFORMATIONAL GROWTH LEADERSHIP

Reimagining Patient Affordability: The Future of U.S. Healthcare Access





An Exclusive Interview with

Srulik Dvorsky

CEO and Co-Founder of TailorMed

in conversation with

Unmesh Lal

Vice President, Frost & Sullivan



Bridging the Healthcare Affordability Gap Through Innovation

As healthcare costs continue to soar, one of the most critical barriers facing patients in the U.S. is affordability—particularly around access to medications. From prescription abandonment to uncompensated care, the issue ripples across patients, providers, pharmacies, and pharmaceutical companies. TailorMed, a New York-based healthtech company, is on a mission to eliminate these financial barriers. In this exclusive interview, Srulik Dvorsky, CEO and co-founder of TailorMed, shares how his personal story led to the company's creation, the systemic gaps it's addressing, and how it's creating the largest affordability network in the U.S.

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Founding with Purpose: From Caregiver to CEO

Unmesh Lal: *Srulik, it's great to speak with you. Let's start with your story. What led you to co-found TailorMed?*

Srulik Dvorsky: Thank you, Unmesh. Great to be here. My journey into healthtech began in the med device space—specifically neurostimulation for ischemic stroke. But TailorMed was born out of something deeply personal. I was a caregiver for six family members with cancer. That experience opened my eyes to the financial burdens families face while navigating care. I saw patients choosing between life-saving medications and rent or food. That pain point became the purpose behind TailorMed, which I co-founded with Adam, our CTO, in 2018.

A Systemic Problem with Multi-Stakeholder Impact

Unmesh Lal: *TailorMed tackles a multifaceted problem. Could you outline how this affects different parts of the healthcare ecosystem?*

Srulik Dvorsky: Definitely. While the patient is at the center, the problem is system-wide. Patients are skipping medications due to cost. Providers—especially hospitals and health systems—are writing off millions in uncompensated care when patients can't pay. Pharmacies lose revenue when prescriptions are abandoned at the counter. And for life sciences companies, it means reduced access, lower adherence, and limited visibility into what happens once the drug is prescribed.

That's why our solution had to work across the board—not just for one stakeholder.

Frost & Sullivan's Transformational Growth Leadership Program aims to honor visionary business leaders who possess the foresight and leadership acumen to drive positive change within their organizations and industries. The leaders we celebrate hail from diverse sectors and company sizes, yet they all share an unwavering commitment to innovation and excellence.

Affordability must be tackled in a way that is scalable, sustainable, and aligned with U.S. healthcare dynamics.

The Integration Challenge: Closing the Chasm Between Pharma and Patients

Unmesh Lal: *Integration—or lack of it—is a major issue. How does TailorMed bridge the gap, especially with health systems and life sciences?*

Srulik Dvorsky: You are absolutely right. Pharma companies sit far from the point of care—where prescriptions are written, and patients are diagnosed. Historically, they have used hubs, copay cards, and support programs, but those are often disconnected from where the patient is.

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> We integrate directly with the provider's EHRs (electronic health records) and revenue cycle systems. That gives us the unique advantage of having visibility into every prescription being written. And because we operate on behalf of the provider—who is our customer—we also have the right to engage with patients directly."
>
> — Srulik Dvorsky, CEO and co-founder of TailorMed

At TailorMed, we sit exactly at that intersection. We integrate directly with the provider's EHRs (electronic health records) and revenue cycle systems. That gives us the unique advantage of having visibility into every prescription being written. And because we operate on behalf of the provider—who is our customer—we also have the right to engage with patients directly.

That's a game-changer. When we showed this to Pfizer, they had an "aha" moment. We said: "We are already seeing your patients and your brands—let us help you streamline how patients access your support programs." That's when we started working with pharma directly.

Inside TailorMed's Network and Affordability Platform

Unmesh Lal: *Your network is massive. Could you share more about who's using TailorMed today?*

Srulik Dvorsky: We have built the largest affordability network in the U.S., and it keeps growing. Today, we work with more than 800 hospitals and 1,300 clinics—ranging from IDNs (integrated delivery networks) to specialty and community practices. We also partner with leading retail and specialty pharmacies.

It started with providers, where our technology helps financial counselors and pharmacy techs identify patients with high-cost medications and connect them to assistance programs. Then we moved into pharmacy, applying similar technology to reduce prescription abandonment. And about two years ago, we began working with pharma, helping them improve enrollment and utilization of their own programs. We now support over 100 manufacturer programs—and that's one of our fastest-growing segments.

Quantifying the Impact Across Stakeholders

Unmesh Lal: *What metrics or outcomes do you track to demonstrate ROI and patient impact?*

Srulik Dvorsky: Great question. The value looks different for each stakeholder. Patients benefit from reduced or eliminated out-of-pocket costs, which directly improves access and adherence.

For providers, we reduce write-offs and uncompensated care while increasing revenue collection through third-party support. For pharmacies, we reduce abandoned scripts and increase fill rates.

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And for pharma, we improve time-to-fill, increase days-on-therapy, and enhance program utilization by streamlining the digital enrollment experience.

All of this is measured in real time. We track conversion rates, program engagement, revenue impact, and more. And we're just scratching the surface.

What Makes the Platform Work: Software, Services, and Scale

Unmesh Lal: *Let's talk about the solution itself. What are the key components of the TailorMed platform?*

Srulik Dvorsky: Our solution has four main components:

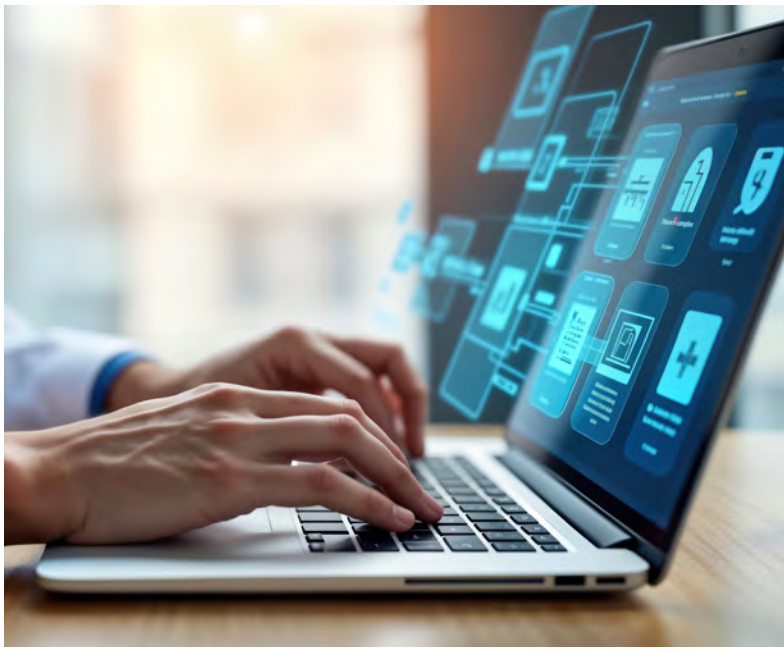
- **Enterprise Software:** This is our core platform used by health systems and pharmacies. It integrates with EHRs and automates the identification of patients who are eligible for financial assistance. The staff can manage eligibility, enrollment, claims, and drug ordering—all within TailorMed.
- **Patient Experience Tools:** We enable patient engagement through a virtual copay wallet and self-service portals. These are branded by the provider and empower patients to understand and use their financial assistance.
- **TailorMed Services:** When there's a gap in staff capacity, we augment provider teams with our own high-touch support services. We act as an extension of their team, handling outreach, counseling, and enrollment.
- **Life Sciences Solutions:** With scale, we have built additional capabilities for pharma—streamlining enrollment, supporting access, and soon expanding into adherence and outcomes tracking.

Safeguarding Trust: Privacy, Security, and Compliance

Unmesh Lal: *Handling sensitive data comes with responsibility. How do you approach privacy and security?*

Srulik Dvorsky: It's one of our top priorities. We operate under business associate agreements (BAAs) with all covered entities and go through rigorous security assessments. We are HIPAA (Health Insurance Portability and Accountability Act), SOC 2 (Service Organization Controls 2), and HITRUST (Health Information Trust Alliance) compliant.

Importantly, we do not share patient data with life sciences companies unless the patient has explicitly opted into a support program. We're deeply aware of the trust our provider and pharmacy partners place in us. Data stewardship is core to our mission.



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Equity and Social Determinants of Health (SDOH)

Unmesh Lal: *Another focus area for pharma and healthcare is diversity and addressing underserved populations. How is TailorMed enabling that?*

Srulik Dvorsky:: That's incredibly important. We collect key data—like zip code, income, household size, and insurance status—from the EHR and, when needed, directly from patients. This allows us to assess a patient's federal poverty level and match them to the most appropriate programs.

We also include access to non-medical assistance—transportation, nutrition support, rent assistance, and others—because many patients need more than just help with copays. We view the episode of care holistically and build pathways that address real-world barriers.

Looking Ahead: TailorMed's Vision for the Future

Unmesh Lal: *What's next for TailorMed in the next few years?*

Srulik Dvorsky: Our focus is twofold. First, we're continuing to scale our network—more providers, more pharmacies, deeper pharma collaborations. Second, we're expanding into broader affordability and adherence solutions. With our data footprint, we can become more predictive—flagging financial risk before it impacts care.

We also see potential in value-based care and payer collaboration. If we can align incentives across the system, we can remove financial barriers before they even arise.

Final Thoughts

Unmesh Lal: *To close, what message would you like to share with the industry?*

Srulik Dvorsky: Affordability shouldn't be a barrier to care. Not in 2025. We have built a model that works for patients and for every stakeholder around them. We're proud of the impact we have had, but there's more to do. At TailorMed, we believe in building a smarter, more compassionate healthcare system—one where access is a given, not a privilege.

Unmesh Lal: *Thank you, Srulik. It's been a pleasure learning from your journey and vision. Wishing you continued success.*

Srulik Dvorsky:: Thank you, Unmesh. I appreciate the conversation.



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Join the Movement: Make Healthcare More Accessible for All

Innovation in healthcare must include access. Through this conversation with Srulik Dvorsky, we have seen how financial navigation is being redefined for the better. But there's more work to be done.

At Frost & Sullivan, we invite healthcare leaders to join the conversation and co-create the future of access and affordability.

Connect with us to:

- Subscribe to our Growth Opportunity Newsletter
- Join the Growth Council—an exclusive community for innovators
- Share your transformation journey with a global audience
- Explore growth strategies for equitable care delivery

Let's build a future where affordability is no longer a barrier

Annexure: Key Trends Shaping the Future of Healthcare Access and Innovation

As TailorMed leads the charge in addressing healthcare affordability, a broader landscape of innovation is simultaneously reshaping the future of access, delivery, and outcomes. Explore these curated thought leadership resources and market analyses from Frost & Sullivan to deepen your understanding of where healthcare is headed next:

- Cybersecurity in US Healthcare ➜
- Generative AI in Healthcare IT Transformation ➜
- U.S. Population Health Management 2024 ➜
- Commercialization Solutions for Pharma ➜
- Growth Opportunities in Pharma & Biotech 2025 ➜
- Technologies Enabling Resilient Pharma Supply Chains ➜



Srulik Dvorsky | co-founder and CEO of TailorMed

Drawing on his experiences caring for family members with cancer—and his background as a technological leader in the medical device space—he started TailorMed with a mission to remove barriers to care. Now the market's category leader, TailorMed offers the nation's largest affordability network spanning more than 800 hospitals, 1,300 clinics, and 1,400 pharmacies, as well as premier life science companies. Under Srulik's leadership, TailorMed has received broad recognition for its impact and innovation, including Deloitte's Technology Fast 500 list and the New York Digital Health 100 list for three consecutive years.



Unmesh Lal | Growth Coach and Vice President, Healthcare & Life Sciences at Frost & Sullivan

Unmesh Lal brings over 20 years of experience in healthcare strategy and consulting, with a focus on global life sciences and precision health. He specializes in identifying transformative technologies, innovative business models, and growth opportunities across pharmaceutical contract services. A recognized thought leader, Unmesh has authored key industry insights and presented at leading global events including J.P. Morgan, Bio-Asia, and Bio-IT World. He holds a master's degree in biomedical engineering from the University of Michigan–Ann Arbor.

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