



Harrow Partners with Cencora to Launch “Harrow Cares” Program, Making IHEEZO® and TRISENCE® More Accessible and Affordable for Retina Specialists and Their Patients

January 27, 2025

NASHVILLE, Tenn.--(BUSINESS WIRE)--Jan. 27, 2025-- Harrow (Nasdaq: HROW), a leading North American eyecare pharmaceutical company, today announced the launch of its “Harrow Cares” program through a strategic partnership with Cencora (NYSE: COR). Harrow Cares delivers a comprehensive suite of high-quality access and affordability services, enhancing support for retina specialists, their staff, and patients. Through a state-of-the-art patient support services hub, Harrow Cares ensures seamless enrollment, rapid access to therapy, and personalized support, enabling retina providers to confidently utilize IHEEZO® and TRISENCE® in their practices.

Cencora, a global leader in pharmaceutical solutions, provides comprehensive solutions to facilitate and optimize market access to therapies. With services ranging from real-time benefit verifications to flexible affordability options and product assurance programs, Cencora is uniquely positioned to facilitate and optimize patient care for therapies like IHEEZO and TRISENCE.

“We are thrilled to collaborate with Cencora on the launch of our ‘Harrow Cares’ program,” said Mark L. Baum, Chief Executive Officer of Harrow. “This partnership reflects our shared commitment to addressing one of the most critical challenges in healthcare – ensuring that life-changing medications are both accessible and affordable. The Harrow Cares initiative underscores Harrow’s unwavering dedication to creating meaningful solutions that empower patients, reduce barriers to treatment, and drive better health outcomes. Furthermore, this milestone highlights our strategic focus on expanding and solidifying Harrow’s presence in the U.S. retina market, a key area of growth and innovation for our company. We look forward to working closely with Cencora to advance innovative ophthalmic solutions that enhance patient care and improve access to vital treatments.”

Key features of the Harrow Cares program include:

- **Streamlined Enrollment:** Providers can enroll via multiple channels, including phone, a dedicated provider portal, or PXConnect technology integration.
- **Rapid Access to Therapy:** Services provide real-time benefit verifications, enabling retina specialists to quickly verify patient benefits and secure timely access to treatment.
- **Flexible Affordability:** Includes an in-house commercial copay assistance program, patient assistance options, and referrals to third-party charitable foundations, allowing patients to pay as little as \$0.
- **Assurance and Ongoing Support:** Additional features include patient welcome calls, annual reverification support, escalation for prior authorization denials, and assurance through product replacement programs.

About Harrow

Harrow, Inc. (Nasdaq: HROW) is a leading eyecare pharmaceutical company engaged in the discovery, development, and commercialization of innovative ophthalmic pharmaceutical products for the North American market. Harrow helps eyecare professionals preserve the gift of sight by making its portfolio of prescription and non-prescription pharmaceutical products accessible and affordable to millions of patients each year. For more information about Harrow, please visit [harrow.com](https://www.harrow.com).

Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Any statements in this release that are not historical facts may be considered such “forward-looking statements.” Forward-looking statements are based on management’s current expectations and are subject to risks and uncertainties which may cause results to differ materially and adversely from the statements contained herein. Some of the potential risks and uncertainties that could cause actual results to differ from those predicted include, among others, risks related to: liquidity or results of operations; our ability to successfully implement our business plan, develop and commercialize our products, product candidates and proprietary formulations in a timely manner or at all, identify and acquire additional products, manage our pharmacy operations, service our debt, obtain financing necessary to operate our business, recruit and retain qualified personnel, manage any growth we may experience and successfully realize the benefits of our previous acquisitions and any other acquisitions and collaborative arrangements we may pursue; competition from pharmaceutical companies, outsourcing facilities and pharmacies; general economic and business conditions, including inflation and supply chain challenges; regulatory and legal risks, including litigation matters, and other uncertainties related to our pharmacy operations and the pharmacy and pharmaceutical business in general; physician interest in and market acceptance of our current and any future formulations and compounding pharmacies generally. These and additional risks and uncertainties are more fully described in Harrow’s filings with the Securities and Exchange

Commission (SEC), including its Annual Report on Form 10-K for the year ended December 31, 2023, subsequent Quarterly Reports on Form 10-Q, and other filings with the SEC. Such documents may be read free of charge on the SEC's web site at [sec.gov](https://www.sec.gov). Undue reliance should not be placed on forward-looking statements, which speak only as of the date they are made. Except as required by law, Harrow undertakes no obligation to update any forward-looking statements to reflect new information, events, or circumstances after the date they are made, or to reflect the occurrence of unanticipated events.

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