



Harrow Launches VEVYE® Access for All

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Groundbreaking Access Program to Reduce Patient Barriers to Dry Eye Disease Therapy

NASHVILLE, Tenn.--(BUSINESS WIRE)--Mar. 17, 2025-- Harrow (Nasdaq: HROW), a leading North American eyecare pharmaceutical company, today introduced *VEVYE® Access for All*, a groundbreaking initiative that underscores Harrow's long-standing commitment to access and affordability. This program, which is now available through our PhilRx specialty pharmacy partner, guarantees access to VEVYE (cyclosporine ophthalmic solution) 0.1% for eligible patients and health plans for \$59, ensuring that every patient can affordably start treatment without delay.

Key Benefits of the VEVYE Access for All Program:

- **No Prior Authorization Submission Delays for Eligible Patients:** Physicians can prescribe VEVYE without frustrating prior authorization paperwork, step edits, and other treatment obstacles.
- **No-Delay Prescription Processing:** PhilRx, a Harrow national mail-order pharmacy partner, expedites prescription fulfillment with free home delivery, ensuring patients receive their medication promptly and conveniently.
- **Lower Patient Costs:** Eligible patients can receive their first prescription for as little as \$0¹; and refills are available at \$59 per bottle for eligible patients, with further discounts available for 3-bottle orders.
- **Money-Back Guarantee:** Harrow provides a no-questions-asked money-back guarantee.²

"With VEVYE Access for All, we are disrupting the status quo in U.S. prescription dry eye access," said Mark L. Baum, Chief Executive Officer of Harrow. "For too long, patients, doctors, and pharmaceutical companies have been at the mercy of unseen middlemen who act as access gatekeepers, using needless red tape to prevent patients from benefitting from medications they are prescribed. These tactics are a horribly unfair financial and logistical burden on eyecare professionals, and patients are often left to pay higher out-of-pocket co-payments for drugs that may not even be what their doctor prescribed. This program puts power back where it belongs – *in the hands of eyecare professionals and their patients* – by simplifying the prescribing and dispensing process and removing access impediments *for all patients*, creating a more frictionless path to therapy. We believe every patient who can benefit from VEVYE should have access – quickly and affordably, and Harrow is proud to lead the way and drive this needed change."

Ranjan P. Malhotra, M.D., F.A.C.S., a board-certified ophthalmologist with St. Louis-based Ophthalmology Associates, said, "As a cornea and refractive surgeon, I understand how critical a healthy ocular surface is to achieving superior surgical outcomes. With VEVYE Access For All, I can confidently prescribe VEVYE, knowing that my patients can start treatment quickly and at a price they can afford – without the burden of the growing number of insurance hurdles. Knowing my patients can get VEVYE for as little as \$59 a bottle – or even \$0 with commercial insurance – means I can focus on what truly matters: delivering outstanding patient care and surgical outcomes, allowing my patients to achieve their best vision possible."

Paul M. Karpecki, O.D., Director of Cornea and External Disease at the Kentucky Eye Institute, added, "After decades of working with dry eye and ocular surface disease patients, I have seen firsthand the challenges patients face in accessing effective prescription dry eye treatments. I am so pleased that Harrow is addressing the giant elephant in the room – insurance company tactics that often prevent or delay critical care. VEVYE Access for All is a game-changer, eliminating these barriers, cutting out-of-pocket expenses, and empowering physicians to focus on delivering the best possible care. My staff is so excited about this program, too! Many of my dry eye patients are already experiencing the clinical benefits of VEVYE, and this new program will enable us to extend these benefits to all dry eye sufferers, regardless of their insurance status."

VEVYE Access for All is available nationwide immediately. Harrow has joined forces with [PhilRx](#), a national mail-order pharmacy partner, to dispense VEVYE directly to patients, providing swift, reliable service. To take advantage of the program, physicians simply send VEVYE prescriptions to PhilRx, using their electronic medical record (EMR), and eligible patients will receive discounted pricing and benefits at the pharmacy. Harrow intends to make this program widely available through all pharmacy networks.

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 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.

- 1 For patients whose prescriptions are covered by commercial insurance, use of this program may reduce their VEVYE copayment to as little as \$0. For patients whose prescriptions are not covered by commercial insurance, this program may reduce their cost for prescriptions to as little as \$59. For full terms and conditions, please visit vevye.com/accessforall.
- 2 This offer is available on one fill only and is valid only for eligible patients paying cash who do not have commercial or government insurance. This offer is not valid for patients with government insurance, including, but not limited to, Medicaid or Medicare. Contact Harrow at 833-443-7769 for information on our money-back guarantee.

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