

How Real-Time Benefit Check Enhances the Physician and Patient Experience

Tony Schueth, CEO & Managing Partner, Point-of-Care Partners

Carm Huntress, Chief Executive Officer, RxRevu

Kimberly Hansen, Director, Networks Operations, UnitedHealthcare



Goals for Today

- Understand the importance of better-informed patient and provider interactions
- Discuss alert fatigue, additional clicks and how to avoid prescriber burn out
- Hear positive outcomes from prescription decision support leaders

Prescribers Overwhelmed with Information & Alerts



By 2020
medical knowledge
will **double**
every 73 days¹



JAMA Internal Med
reported physicians
received a median of
63 alerts per day²

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3116346>

2. <https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/1657753>

Lack of Patient-Specific Data at Point of Decision and Care

- Complex and **ever-changing** payer preferences
- **Ineffective process** to deliver formulary and benefit data leads to inaccuracies
- **Deficient and limited** cost information
- Lack of benefit detail at point of care leads to **abrasion downstream**



Providers are asked to follow specific pathways to guide prescribing decisions. Only about 16% regularly comply.¹

1. <http://annals.org/aim/article-abstract/708427/measuring-improving-physician-compliance-clinical-practice-guidelines-controlled-interventional-trial>

The State of Prescriptions



79% of physicians
don't know the
cost of the
drug they are
prescribing¹



On average, 10% of
claims are
rejected at the
pharmacy;
66% of rejected claims
require a PA²



20 hrs/week clinical
staff time consumed
on pharmacy callbacks
and prior
authorizations³



33% of prescriptions will be abandoned⁴

1. PMID: PMC1989748 DOI: 10.1371/journal.pmed.0040283

2. <https://www.covermymeds.com/main/insights/scorecard/impact/>

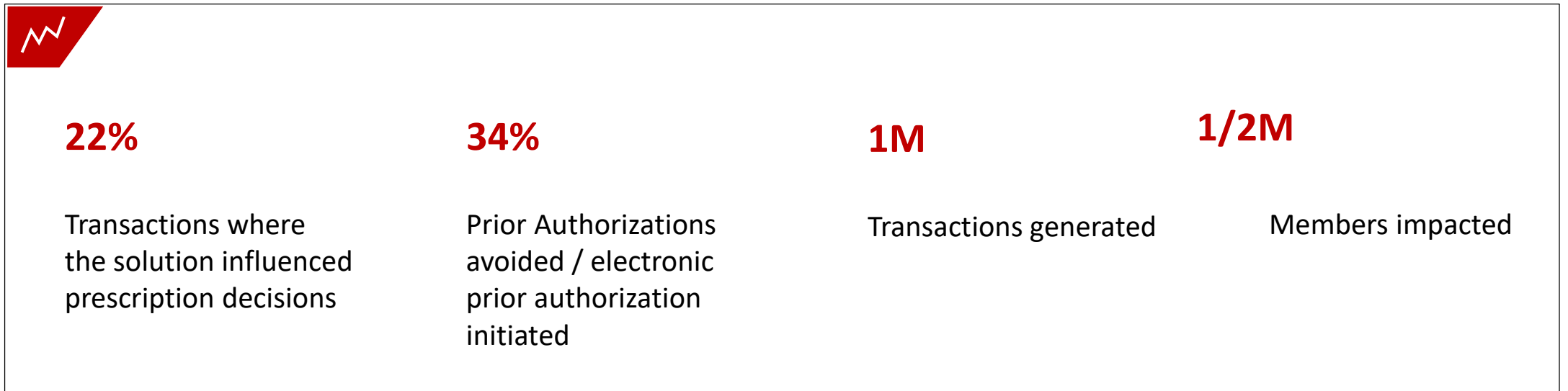
3. <https://www.healthaffairs.org/doi/full/10.1377/hlthaff.28.4.w533>

4. IMS Institute Report, "Avoidable Costs in US Healthcare," 2013



Driving the Future of Prescribing

A Case Study: Results in 120 Days



Improving the Value of Health Care

Shared Goals:

- Create better outcomes for patients
- Enhance patient-prescriber conversations
- Improve prescriber experiences