

Comprehensive MTM Solution Boosts Prescription Compliance, Volume and Refills

CHALLENGE

- The independent pharmacy owner wanted to boost performance metrics to retain, and build upon, his Medicare Advantage plan business. Yet with other patient and business-related duties, he was challenged to complete all Medication Therapy Management (MTM) reconciliations as intended.

SOLUTION

- The owner implemented the AmeriSourceBergen PatientCare Rx™ solution for support in completing MTM reconciliations.

OUTCOME

- Improved STAR-relevant activity performance from 3.5-4 to 4-5
- Boosted patient prescription compliance
- Increased prescription volume, and refill rates (15%)
- Saved over 180 labor hours annually¹

MORRISON PHARMACY

Since its opening in 1859, Philadelphia, Pennsylvania's Morrison Pharmacy has earned a reputation for customer-centric service. As a result, the independent pharmacy has built a busy practice. Together with two pharmacy technicians, owner Dave Bradstock, R.Ph. fills an average of 225 scripts per day. That makes for long days where Bradstock's work-day "downtime" is spent administering his business.

CHALLENGE

Additional Support Needed to Complete Medication Therapy Management (MTM) Reconciliations

Increasingly, the viability and long-term success of independent pharmacies like Morrison are dependent upon Medicare Advantage and other commercial insurance plans. In practice, that means implementing policies and practices that satisfy high STAR-rating requirements.

"In order for us to retain our customers, let alone sign new contracts, we have to ensure that we align with plan providers' STAR rating's goals," explained Bradstock. "We couldn't afford to let our assigned MTMs expire and then be farmed out to someone else because that would make us less competitive for Medicare Advantage plan business."

So to ensure that Morrison's scores remained above the cutoff line for full-fee reimbursement, Bradstock performed MTMs himself. "I didn't like losing a couple of days a month of free time, but hiring a pharmacist to do MTMs wasn't a cost-effective option either."

SOLUTION

PatientCare Rx MTM Service

To improve his STAR-supporting performance, as well as reclaim some personal time, Bradstock contracted the PHARxSIGHT MTM turnkey service. A consultant pharmacist, who meets stringent criterion, was assigned to Morrison. These standards include MTM expertise, a background and reference check, liability insurance, adherence to a code of conduct, and HIPAA compliancy.

Morrison's PHARxSIGHT consultant pharmacist accesses the pharmacy's MTM platforms for consultation opportunities. They immediately initiate the process to set up time to meet with



¹Assumes 15 reconciliations/month x 12 x 1 hour/reconciliation = 180 labor hours.

patients to complete the MTM cases. They initiate the process to change the status from "Not Started" to "In Progress" so that Morrison may exclusively pursue the opportunity.

Then the PHARxSIGHT pharmacist contacts prospective patients to complete a comprehensive MTM reconciliation. That includes a review of the person's current prescriptions, nutrition and herbal supplements as well as education and counseling on their proper use. "One of the things I like is that the pharmacist works with our customers to overcome adherence issues so that they can get the full therapeutic benefit from their regimen," stated Bradstock.

Another advantage of the PHARxSIGHT service is that the pharmacist's caller ID appears to the caller as "pharmacy."

"AmerisourceBergen's MTM Service boosted our STAR ratings to help us be more competitive in earning new contracts. It delivers a lot of value because it improves patient outcomes, saves me time and increases sales. I don't worry about MTMs falling through the cracks anymore."

Dave Bradstock, R.Ph.
Owner, Morrison Pharmacy



"That increases the chances that someone will answer the call as well as gives us more visibility in our area," said Bradstock.

"They're basically an extension of our pharmacy team. Our customers can call them directly with questions and concerns and I know that they'll receive professional and competent service."

The consultant pharmacist is frequently in touch with the pharmacy owner to communicate any patient issues or health concerns. Connectivity back to the pharmacy is key to PHARxSIGHT's value proposition for this service offering.

OUTCOME

Higher STAR Ratings, Greater Compliance, Increased Prescription Volume and Refill Rates

Previously, Morrison Pharmacy averaged ratings of 3.5-4 for STAR-relevant activities. "Since the implementation, I've definitely seen my STAR performance increase," explained Bradstock. "We're averaging 4.5 stars with one five. And that's essential to both keeping current customers as well as helping us qualify for new contracts and plans."

The MTM service has also grown sales among existing customers. "We've seen an increase in our prescription volume because people are more apt to fill them than before," recalled Bradstock. "And we've seen a higher refill rate, conservatively speaking, of between 10 and 15 percent."

In addition to increasing Bradstock's competitiveness in the marketplace, the PHARxSIGHT service provides invaluable support in this critical area. "Our MTM reconciliation volume has steadily grown to about 15 per month right now. That saves me a minimum of 180 hours a year. Quite honestly, that's one of the reasons why the service is so valuable to me. My time is very valuable."

Additionally, the MTM Service can effectively process large batches of opportunities issued simultaneously. "I don't worry about MTMs falling through the cracks anymore," said Bradstock. "Our [PHARxSIGHT] pharmacist meets the deadlines to ensure that we don't lose potential business to other pharmacies."

For more information about Pharmacy Healthcare Solutions, contact us at 844-268-0084, email solutions@amerisourcebergen.com or visit www.pharmhs.com.