




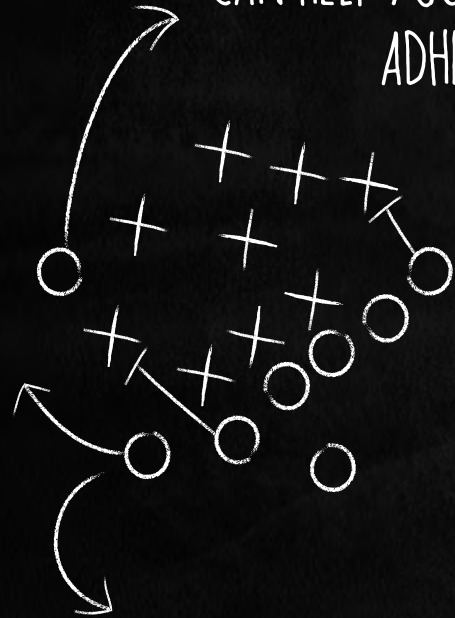
YOUR PHARMACY TRANSFORMATION PLAYBOOK



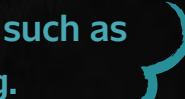

EnlivenHealth
Pharmacy
STARS

**Solutions That
Accelerate Rx
Success**

HOW APPOINTMENT-BASED PATIENT ENGAGEMENT & COMMUNICATIONS
CAN HELP YOUR PHARMACY DRIVE SIGNIFICANT IMPROVEMENT IN
ADHERENCE, RETENTION AND SCRIPT GROWTH



To transform your pharmacy's clinical and business results, you need to first transform your pharmacy practice. That means streamlining and optimizing inefficient, manual workflows, and freeing up your pharmacists to spend more quality time with patients, providing value-added services such as vaccinations, testing and MTM counseling.



Pharmacy transformation requires the right appointment-based strategies and proven digital technologies that enable your pharmacists to get out from behind the counter and practice at the top of their license. The result: dramatically improved patient adherence, increased retention, and stronger revenue growth.

Are You Employing the Right Strategies and Technologies to Transform Your Pharmacy Practice and Business?



The Pharmacy STARS Playbook (**Solutions That Accelerate Rx Success**) combines EnlivenHealth's proven appointment-based patient engagement technology solutions, cutting-edge communications capabilities, and deep pharmacy experience.

Our Playbook is designed to empower your pharmacies to achieve a significant improvement in patient engagement and adherence, while strongly driving patient retention, script volume growth and profitability.

PLAY #1:

Leverage COVID-19 as the Catalyst for Practice Transformation

The COVID-19 pandemic has had a profound effect on healthcare, and that is especially true for retail pharmacy. The pandemic has accelerated many healthcare megatrends, including the digitization of care delivery, the use of advanced, predictive analytics, and the power of streamlining highly manual, time-consuming tasks (e.g., scheduling, patient communications and reporting).

The pandemic has underscored the importance of the neighborhood pharmacy as an increasingly essential destination for an array of healthcare related services, the COVID-19 vaccine being just one. Here are some of the factors driving the growing influence of retail pharmacy that you will want to consider in developing and advancing your practice transformation strategy:

- ✓ The public's increased awareness of vaccines, which are increasingly administered at the local pharmacy
- ✓ Patients' familiarity with appointment scheduling for vaccinations in pharmacies
- ✓ The unequaled access pharmacy offers (95% of Americans live within five miles of a pharmacy)
- ✓ Pharmacists' special healthcare training – they are among the most highly credentialed of any healthcare professionals
- ✓ The importance of advanced digital technologies in expanding your practice and service offerings

Today, retail pharmacy finds itself at an historic inflection point. It's no longer a viable option to revert to "business as usual" – the way it was before the pandemic – manually fitting in vaccinations and other clinical services while focusing your primary attention on medication dispensing.

We believe that retail pharmacy can and should seize this moment of the COVID-19 pandemic to advance its journey toward practice and business transformation. Our Pharmacy STARS Playbook features the recommended strategies and technologies to help get you there, quickly and cost-efficiently.

PLAY #2:

Adopt an Appointment-based Pharmacy Workflow Model



The COVID-19 vaccinations have had a major impact on how people think about accessing pharmacy services – namely by making an appointment. This is the first time that we have seen large numbers of patients adopt the mindset that you schedule an appointment to go to the pharmacy.

Of course, this shift was necessary because of the initial limited supply of COVID vaccines and the need to prioritize patients by the ever-changing risk groups. But the fact that patients readily adapted to having to schedule appointments for pharmacy services can be leveraged for vaccinations and other clinical services going forward.

This appointment-driven change in the pharmacy workflow model brings tremendous new efficiencies to the work of pharmacists. Encouraging patients to make an appointment gives pharmacists the opportunity to proactively prepare for patient encounters rather than the old reactive model where patients walk in with little or no prior notice.

This workflow shift is truly transformative for pharmacists and their pharmacies:

- ✓ **Frees up pharmacists' time to focus on providing value-added services**
- ✓ **Saves time, improves productivity and patient/staff satisfaction**
- ✓ **Reduces the amount of pharmacy walk-ins and improves patient retention by >14% annually (Internal study, 700k patients followed over 12 months period, 2020)**
- ✓ **Automates patient scheduling, communications, and reporting**
- ✓ **Increases script volume growth**

Shifting some of your traditional pharmacy walk-ins to scheduled appointments will allow you to be better informed and prepared to tailor the experience to each patient encounter. Automating manual processes saves time, improves productivity, and improves satisfaction for both pharmacy staff and patients. And time saving can be directly translated into growing your business as pharmacists increasingly focus on clinical opportunities rather than clerical or administrative tasks.



PLAY #3:

Implement a Comprehensive, Year-round Vaccination Strategy



There are a range of compelling clinical needs and financial opportunities related to implementing a comprehensive, year-round pharmacy vaccination strategy:

CLINICAL

- ✓ COVID-19 is the most recent catalyst to elevate pharmacists' prominence in immunizations
- ✓ The CDC estimates that since 2010, flu-related hospitalizations ranged from 140,000 to 710,000
- ✓ About 320,000 people get pneumococcal pneumonia every year, leading to 150,000 hospitalizations
- ✓ The CDC states the rate of shingles is increasing and that 1 out of every 3 people in the United States will develop shingles in their lifetime.

FINANCIAL

- ✓ 49% of the US population received the flu vaccine during the 2018-2019 flu season, representing approximately \$4-5 billion in revenue
- ✓ COVID-19 represents an historic opportunity to capture new patients, retain existing ones, and generate new pharmacy revenue
- ✓ Approximately 240 vaccines are in development (not including COVID), covering 25 infectious diseases – vaccines are a big revenue opportunity for retail pharmacy, typically a higher margin than for dispensing medications

As you create a comprehensive vaccination plan for your pharmacy, we suggest breaking out these actions into three key distinct categories:

Patient Selection – First, you will need to think about which patients you want to include or exclude (i.e., age, gender, and clinical risk). Are you able to query state registries to refine your selection list? In addition, which therapies do you want to offer these patients, considering regulatory considerations and market opportunities?

Operations – Consider how your pharmacy will provide these vaccination services to your patients. Do you have the right elements in place that are necessary to support your supply chain? How are you going to integrate these services into your workflow without causing disruption of your core dispensing activities? And will this practice expansion also give you the opportunity to implement new process refinements that facilitate workload balancing?

Program Administration – Think in terms of a year-round program that gives you the opportunity to craft a perpetual communications outreach plan where you'll promote specific therapies throughout the year. Use an appointment scheduling tool (like CareScheduler from EnlivenHealth™) to help manage your operational components. Also, are you implementing technology to support, and even automate, the collection of patient consents and registry reporting? (More on CareScheduler in our Solution Showcase below.)

PHARMACY TRANSFORMATION SOLUTION

SHOWCASE

CareScheduler: A Powerful Appointment-based Tool Helping Pharmacies Efficiently Manage Year-round Vaccinations and Testing

As retail pharmacies faced the daunting logistical and operational tasks of administering the COVID-19 vaccine to millions of people across the USA, having the right technology was essential to successfully meeting this historic healthcare challenge. CareScheduler from EnlivenHealth™ rose to that challenge. The CareScheduler solution provides pharmacies with the digital technology they need to streamline and optimize the operational and administrative processes involved with administering the COVID-19 vaccine, as well as year-round immunizations and point-of-care testing.

CareScheduler automates vaccine scheduling, patient consent and communications, and registry reporting. Equally important, CareScheduler dramatically reduces the coronavirus infection risk for patients and staff by eliminating the need for patients to sign physical pieces of paper while minimizing their time spent in the pharmacy.

CareScheduler is designed to handle walk-ins in addition to scheduled appointments. And once the pharmacist administers the vaccination, the vaccine administration record is completed electronically, again taking a typically paper-based process and making it electronic. Once everything is completed, the vaccination is reported to the registry in near-real-time.

★ KEY BENEFITS OF CARESCHEDULER: }

- ✦ **Automated Workflow** – Appointment-based vaccinations allow pharmacists to prepare for patients without disrupting core pharmacy tasks
- **Efficient Scheduling** – Reduces the number of pharmacy walk-ins, enabling the pharmacy to staff accordingly
- ✦ **Rapid Adoption** – User-friendly, fully-automated solution ensures minimal staff time required for training and implementation
- **Better Patient Communications** – Strengthens patient engagement by providing appointment reminders and day-after wellness check-ins

"Pharmacists are the new frontline healthcare heroes who stepped up to play an essential role in administering the COVID-19 vaccine to keep patients healthy and safe during the pandemic. CareScheduler is a proven digital tool that empowers pharmacists to expand and enhance their clinical care capabilities in this new era of digitized healthcare."

– Danny Sanchez, Vice President
and General Manager, EnlivenHealth™

PLAY #4:

Transform Your Practice with Appointment-based Medication Synchronization

"Medication Synchronization from EnlivenHealth™ is an integral part of our practice transformation strategy. With Med Sync our pharmacists can efficiently manage their current medication dispensing needs by providing patients with a convenient monthly appointment to pick up their prescription refills. Crucially, this appointment-based approach strongly enhances our patients' adherence. The Med Sync solution gives our staff the time to focus on administering the COVID-19 vaccine and providing other value-added services that keep our patients healthy while driving pharmacy business results."

- Duane Jones, BS Pharm, pharmacy district manager and clinical program director at Harps Food Stores



A key component of the Pharmacy STARS Playbook is the EnlivenHealth™ Patient Engagement Platform. Deployed by an unparalleled network of 30,000 retail pharmacies nationwide, the platform orchestrates digital, appointment-based technology solutions that transform pharmacy care delivery and business results.

At the core of the Patient Engagement Platform is EnlivenHealth's pioneering Medication Synchronization (Med Sync) solution. Med Sync is an appointment-based digital solution that is foundational to transformative pharmacy innovation and process improvement. Med Sync aligns a patient's chronic medications to a common refill date (including the alignment of 30- and 90-day supplies), allowing you to effectively plan for ongoing administration of other valuable services. These include the afore-mentioned comprehensive vaccination services, point-of-care testing and MTM counseling.

Med Sync has proven to have a powerfully positive effect on patient adherence. A new study published recently by the Journal of the American Pharmacists Association found that patients are three times more likely to be adherent to their medications if they are enrolled in an appointment-based Med Sync program.¹

Beyond patient adherence and associated improvements in their health outcomes, Med Sync offers unprecedented opportunity for script growth, enhanced workflow efficiency, patient retention and mitigation of direct and indirect remuneration (DIR) fees. As a powerful medication adherence tool for patients, Med Sync improves PDC scores, enabling pharmacies to demonstrate value to health plans and be compensated for Star ratings performance improvement.

Other benefits of Med Sync from EnlivenHealth™ include:

- ✓ **9% reduction in costs associated with hospitalizations and emergency department visits²**
- ✓ **a 14% increase in pharmacy retention, contributing to health plans achieving CAHPS score improvements³**

Impact of the Pharmacy STARS Playbook on Patient Adherence, Retention and Business Results

✓ Increases patient retention by 14%

✓ Improves patient adherence by 3X

✓ Automates patient scheduling, consent and communications, and registry reporting

✓ Boosts script volume growth



PLAY #5:

Use Digital Communications to Create a Truly Personalized Patient Experience



How pharmacies communicate with their patients significantly impacts medication adherence, health outcomes and script growth. Effective patient communication is one of the most important plays in the Pharmacy STARS Playbook.

Imagine a world where your patients engage with your pharmacy when, where and how they prefer. No need to imagine anymore.

Welcome to the world of **Personalized Communications**, from EnlivenHealth™. It's the first omnichannel communications platform enabling you to create a truly personalized and differentiated pharmacy experience for your patients. With **Personalized Communications**, you can tailor your pharmacy communications to your patients' preferences, including conversational inbound/outbound phone communications, SMS texting, chatbots, email, and even a mobile app under your own pharmacy brand.

Personalized Communications also enables you to automate time-consuming tasks such as medication refills. Your pharmacists have more quality time to provide patients with value-added services, including vaccinations, MTM counseling and testing. The result: healthier, happier patients, and consistently stronger script volume growth, and operational efficiencies.

As you build a patient communications capability for your pharmacy operations, make sure it does the following:

- ✓ Provides personalized, accurate and timely messaging that drives patient satisfaction and retention
- ✓ Offers predictive engagement that proactively interacts with your patients through the communications channels and devices they prefer – this is a huge time-saver for pharmacy staff, who don't have to constantly answer the phone
- ✓ Creates a convenient patient engagement experience that benefits from the high touch interventions that pharmacies can uniquely deliver
- ✓ Delivers campaigns that substantially increase patient adherence and health outcomes

1 Nsiah I, Imeri H, Jones AC, Bentley JP, Barnard M, Kang M. The impact of medication synchronization programs on medication adherence: A meta-analysis. J Am Pharm Assoc (2003). Published online February 17, 2021.

2 Per study conducted by Harvard Medical School researchers: Patients enrolled in a medication synchronization program had

3 Internal study, 700k patients followed over 12 months, 2020.

For more information about how you can start leveraging the EnlivenHealth™ Pharmacy STARS program today, contact us at 877-776-2832 or send an email to enlivenhealthco@omnicell.com. We also invite you to visit www.enlivenhealth.co.

About EnlivenHealth™

EnlivenHealth™ provides the most proven and advanced technology solutions for intelligent patient engagement and communications. Trusted by a national network of leading pharmacies, the EnlivenHealth™ Patient Engagement Platform empowers pharmacies and health plans to significantly improve medication management, adherence and safety for their patient populations. Our mission is to help you ensure lifelong optimal health for your patients and members, measurably improve quality scores, and strengthen business results. EnlivenHealth™ is a division of Omnicell, Inc. (NASDAQ: OMCL), a leading provider of medication management solutions and adherence tools for healthcare systems and pharmacies. Learn more at www.enlivenhealth.co.

EnlivenHealth™
an Omnicell Innovation