

YOUR 2021  
**FLU VACCINE**

**READINESS**

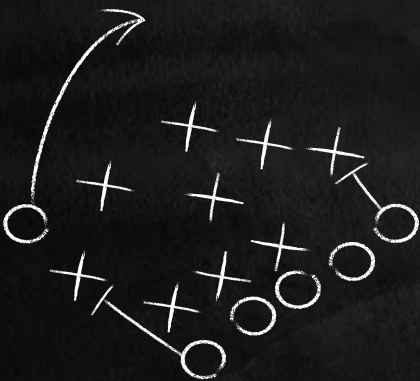
**PLAYBOOK**



EnlivenHealth™  
**STARS**

**Solutions That  
Accelerate Rx  
Success**

HOW TO EFFICIENTLY NAVIGATE WORKLOAD SPIKES THIS COMING FLU SEASON WITH PROVEN STRATEGIES AND DIGITAL TECHNOLOGIES



Every flu season is a heavy lift for retail pharmacies, and 2021 brings its own challenges as unknowns linger around the impact of COVID-19.

With the right strategies and intelligent technology solutions, pharmacies can effectively prepare themselves to successfully manage the surging workloads and patient demands brought on by this year's flu season. Pharmacies that efficiently manage flu vaccinations reap the rewards of improved patient health outcomes and patient satisfaction, and optimized pharmacy workflows – all leading to higher script growth and profitability.

# Is Your Pharmacy Prepared for the Spike in Workload Brought on By Administering and Processing Flu Vaccinations?



**The Flu Vaccine Readiness Playbook provides strategies to optimize efficiencies in the pharmacy staff's workflow, enhance the overall patient experience and improve business performance.**

Providing flu vaccinations to a growing number of walk-in patients during flu season poses real operational challenges for your pharmacy. The unpredictable spikes in workload can lead to burdened pharmacy staff and long wait times for patients. By leveraging EnlivenHealth's CareScheduler solution, you can effortlessly move towards an appointment-based workflow model, whereby your pharmacy can efficiently manage the scheduling, communications and reporting of administering the vaccines. The automated CareScheduler tool enables your pharmacists to:

- ✓ Proactively ensure inventory of vaccination supplies
- ✓ Strategically prepare for sufficient staffing at times of higher patient volumes
- ✓ Increase patient satisfaction by reducing wait times for patients receiving vaccines and medication dispensing
- ✓ Drive revenue and profitability by maximizing flu vaccination volumes via improved efficiencies in vaccine workflows
- ✓ Work in walk-ins for vaccination around scheduled appointments as time allows

By shifting towards an appointment-based model, pharmacies can reduce the disruption of walk-ins, streamline workflows, and enhance the overall patient experience. Using this Flu Vaccine Readiness Playbook will help your pharmacy to substantially reduce the workflow volatility and disruptions that result from a strictly walk-in-focused flu vaccination approach.

## PLAY #1:

**Lessen the Volatility of Walk-In Overload by Encouraging Patients to Schedule Vaccination Appointments**





## PLAY #2:

# Encourage Patients to Complete Vaccine Paperwork at Home

The cumbersome process of patients having to complete their flu vaccine paperwork on site in the pharmacy inevitably produces pain points for both patients and pharmacy staff. Here again, CareScheduler from EnlivenHealth™ enables your pharmacy to avoid the workflow delays and disruptions caused by patients completing required vaccine paperwork while in the pharmacy. CareScheduler shifts the registration process to patients' homes with the following automated functions:

- ✓ Sends text messages to past patients, including those who received flu vaccines with your pharmacy last year, notifying them to schedule their vaccination and enhancing your patient retention efforts
- ✓ Prompts patient to electronically complete their consent form, demographics info and other vaccine paperwork prior to confirming an appointment
- ✓ Secures insurance information to prepare the pharmacy with pertinent billing details
- ✓ Allows pharmacy staff to review and rectify any issues with the patient's file in advance of their vaccination appointment in the pharmacy

EnlivenHealth's CareScheduler solution eliminates the time-consuming, manual process of patient consent and other prerequisite vaccination paperwork. Streamlining time-consuming and disruptive vaccine paperwork increases patient satisfaction while reducing the burdens to your pharmacy staff.





## PLAY #3:

### Proactively Prepare Your Pharmacy to Maximize the Flu Vaccine Revenue Opportunity

There is no question that flu vaccinations have become a significant new revenue generator for community pharmacies. Retail pharmacies now account for 35% of all flu vaccinations in the US, and that percentage is expected to grow, especially as patients learned to rely even more on their neighborhood pharmacy during the COVID-19 pandemic.

So, how do you best prepare your pharmacy to effectively manage the vaccine workload and maximize the revenue growth opportunity? A strategic and comprehensive approach to executing your flu vaccine program will set your pharmacy up for success. For example, in addition to the basics like stocking up on vaccination supplies and confirming staffing schedules, consider these proactive steps in advance of flu season:

- ✓ Ensure that all support staff are trained and registered to administer vaccines; this empowers techs and interns to share the workload and decrease the burden on the pharmacist
- ✓ Use EnlivenHealth's CareScheduler tool to automate patient outreach, prompting return patients to schedule an appointment by their preferred means of contact
- ✓ Seek new patients with traditional marketing tactics that emphasize the convenience of appointment-based immunizations at their trusted local pharmacy
- ✓ Also consider direct outreach to local employers; offer to facilitate off-site vaccination clinics as these businesses bring their workforce back to the office after the pandemic

With the lingering effects of the COVID-19 pandemic, sufficient preparation becomes even more important for the 2021 flu season. Pharmacies can't predict such factors as the timing of COVID-19 boosters or the severity of the cold season retail spike. But proactively managing the variables you can control will pay dividends in workflow efficiency, patient satisfaction and, ultimately, pharmacy business results.





**Pharmacies that efficiently manage flu vaccinations reap the rewards of improved patient health outcomes and patient satisfaction, and optimized pharmacy workflows.**

## PLAY #4:

### **Automate Administrative Tasks to Optimize Efficiency and Save Time for Pharmacists**

The lifecycle of administering a patient's flu vaccination involves myriad administrative steps before completion. Most of these repetitive tasks are tedious for your pharmacy staff and take away from their focus on patient care. Shifting the onus of these time-consuming tasks to a digital, automated solution optimizes workflow efficiency and enables the pharmacy to maximize flu vaccination patient volumes and more personalized patient care. Leveraging EnlivenHealth's advanced digital technologies to automate the following administrative tasks empowers pharmacists to strengthen efficiency and provide the kind of personal attention that has made pharmacists among the most trusted healthcare professionals:

- ✓ Targeted, digital patient outreach to initiate scheduling and send timely appointment reminders
- ✓ Comprehensive electronic documentation of vaccination for in-house record keeping
- ✓ Digital reporting of patient vaccine administration to the appropriate state vaccination registry
- ✓ Seamless patient engagement via an intelligent system that securely authenticates patients and automates in-bound calls

The benefits of optimizing efficiencies in the pharmacy staff's flu vaccination workflow are far-reaching. As clinical services grow increasingly vital to a pharmacy's business results, maximizing flu vaccination patient interactions drives critical revenue growth and assists in offsetting downward pressure on reimbursement for traditional prescription medications.

# PLAY #5:

## Extend the Reach of Appointment-Based Efficiencies by Expanding the Model Across the Pharmacy

Applying the appointment-based pharmacy workflow model beyond vaccinations can positively transform both your pharmacy practice and business. For example, EnlivenHealth's Medication Synchronization (Med Sync) solution aligns a patient's chronic medications to a single refill date. This allows you to effectively plan for ongoing administration of other valuable services, such as flu vaccinations, point-of-care testing, and medication therapy management counseling. Implementing Med Sync delivers the following strong benefits to your pharmacy:

- ✓ Increased patient satisfaction by freeing up time for pharmacists to counsel patients on drug usage and provide other high value clinical services
- ✓ Boosted script growth, averaging 2 to 3.5 additional prescription refills per participating patient over the course of a year<sup>1</sup>
- ✓ Improved operational efficiency, as the system coordinates patients' chronic prescriptions for monthly scheduled pick-ups rather than disrupting the pharmacy with multiple patient visits during the month
- ✓ Support for clinical decisions by ensuring pharmacies accurately target populations with clinical interventions that can measurably improve medication adherence and PDC scores
- ✓ Strengthening retention by an average of 14% for patients enrolled in a Med Sync program<sup>2</sup>

PATIENTS ENROLLED IN AN APPOINTMENT-BASED PROGRAM LIKE MED SYNC FROM ENLIVENHEALTH™ ARE THREE TIMES MORE LIKELY TO REMAIN ADHERENT TO THEIR MEDICATIONS.<sup>3</sup>

EnlivenHealth's industry-leading Med Sync solution 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.

**For more information about how you can start leveraging the EnlivenHealth™ 2021 Flu Vaccine Readiness Playbook today, contact us at 877-776-2832 or send an email to [enlivenhealthco@omnicell.com](mailto:enlivenhealthco@omnicell.com). We also invite you to visit [enlivenhealth.co](http://enlivenhealth.co).**

<sup>1</sup> Internal study, 1.1M enrolled patients compared to non-enrolled patients, 2021

<sup>2</sup> Internal study, 700k patients followed over 12 months, 2020

<sup>3</sup> [https://www.japha.org/article/S1544-3191\(21\)00073-X/pdf](https://www.japha.org/article/S1544-3191(21)00073-X/pdf)

**EnlivenHealth™**  
an Omnicell Innovation

### About EnlivenHealth™

EnlivenHealth™ provides proven, advanced digital technology solutions for intelligent patient engagement and communications. Deployed by a national network of more than 30,000 retail pharmacies, the EnlivenHealth™ Patient Engagement Platform empowers pharmacies and health plans to significantly improve medication management, adherence and safety for their patient and member populations. EnlivenHealth's portfolio of solutions help retail pharmacies and health plans to support lifelong optimal health, while measurably improving quality scores, retention and profitability. EnlivenHealth™ is a division of Omnicell, Inc. (NASDAQ: OMCL), a leading provider of medication management solutions and adherence tools for healthcare systems and pharmacies. To learn more, visit [EnlivenHealth.co](http://EnlivenHealth.co).