

EnlivenHealth™

an Omnicell Innovation

Improve Patient Health
Outcomes and Grow
Pharmacy Revenues
with Personalized
Communications



Personalized communications technologies free pharmacists to focus on high-value, clinical services that improve adherence, drive patient retention and increase script growth

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Grow Pharmacy
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Keep Patients Healthy and Happy with Personalized Communications



Retail pharmacy's role in healthcare has been evolving for years. The COVID-19 pandemic greatly accelerated the shift toward pharmacists becoming increasingly important players in the healthcare continuum. The pandemic forced patients to seek out and use other settings of care, especially healthcare providers that are local, trusted, accessible and safe—and that includes the neighborhood pharmacy.

As the pharmacy's role in healthcare grows, so does the need for personalized, patient-friendly communications. How you communicate and interact with patients, and through which channels, has a significant effect on pharmacy workflow, medication adherence, patient health outcomes, and your pharmacy's business results.

Personalized communications technologies combine advanced digital technologies with artificial intelligence and pharmacy data to tailor communications to patients' personal needs and preferences. With the right platform, you can create accurate and timely messaging that transforms patient engagement into a compelling and convenient experience that leads to healthier, happier patients, and better pharmacy business results.

Free Pharmacists to Focus on Patient Care



The Opportunity

For today's busy pharmacies like yours, the primary focus continues to be manually filling prescriptions. Your valuable time is often occupied by repetitive tasks like fielding patient phone calls to refill prescriptions, verify they are ready for pickup, coordinate insurance, discuss costs, and even answer questions about pharmacy hours of operation. In addition, pharmacists spend a lot of time calling clinicians' offices to clarify prescription information. The current pharmacy workflow process leaves little time for personalized patient care, which is what patients really want and need, and why pharmacists got into the profession in the first place.

Pharmacist burnout has become a significant problem given the stressful conditions that were commonplace even before the pandemic. One study identified burnout rates as high as 84% for community pharmacists and their staff. COVID-19 only exacerbated this problem as patients rushed to fill prescriptions amid a lockdown and as community pharmacies were determined to be the ideal access point for COVID-19 testing and vaccinations. The result was a crush of additional patient demand and traffic that was on top of the already busy workflow with which a typical retail pharmacy must contend every day.



69% say administrative tasks interfere with providing patient care.

The Technology

Personalized patient communications technologies hold great promise for streamlining and simplifying your workflow to eliminate the challenges of repetitive and time-consuming administrative and operational tasks—and allow you to spend more quality time with patients.

One way to reduce the amount of time you spend on the phone is through interactive voice response (IVR) technologies. Today's advanced IVR tools enable patients to seamlessly engage with the pharmacy over the phone without ever having to speak to a staff member. The technology uses an inbound recognition system that authenticates callers and delivers them to the correct pharmacy workflow. Advanced IVR systems also leverage cutting edge data science and artificial intelligence and machine learning technologies to learn and anticipate patients' communications preferences. Whether they are calling to refill a prescription, check on the status of a prescription, or find out the pharmacy's hours of operation, patients enjoy a convenient and highly personalized experience.

In recent years, IVR capabilities have expanded and can now help to streamline workflows and improve the patient experience. Early systems only allowed customers to respond with touch-tone keypads. IVR solutions have evolved into intelligent, conversational platforms that deliver a more intuitive and responsive experience, much like you would experience with the sophisticated interactive phone systems used by financial institutions and travel loyalty programs.



Deliver High-Value Clinical Services



The Opportunity

For your pharmacy the goal isn't merely to have more time for patients, but to be able to provide the clinical services they need, when they need them most. Federal and state legislative and regulatory changes have continued to expand the vital role that pharmacists play in providing healthcare, so now the profession involves so much more than dispensing medications and advising patients on their use. Depending on state regulations and licensing, pharmacists now may be allowed to perform clinical functions such as:

- Ordering and interpreting drug therapy-related tests
- Participating in the evaluation and management of diseases and health conditions in collaboration with other healthcare providers
- Ordering and administering vaccinations and point-of-care testing
- Ordering oral contraceptive therapy
- Providing naloxone counseling to mitigate the risk of opioid abuse

- Offering smoking cessation therapy
- Ordering treatments for Urinary Tract Infections

Community pharmacists are rapidly emerging as productive and vital members of the healthcare system. You are often seen as one of a community's most trusted care provider. In addition, you have a rare opportunity see the patient's entire prescription profile, especially compared to specialists who oversee only one aspect of a patient's care.

Pharmacists also spend a lot more time with patients, seeing them an average of 10 times a year versus just a couple of times annually for primary care physicians. All of this is to say that pharmacists and local pharmacies increasingly are vital healthcare destinations. As such, they need the right technologies to enable them to provide convenient, personalized care to patients, and to optimize workflows so they can better handle the growing demands of patients for that care.




The Technology

As you take a more active role in your patients' care, pharmacy management systems based on dispensing medications often lack the clinical data and capabilities you need. The pharmacy management system must be augmented with intelligent clinical solutions that enable pharmacists to perform a growing array of value-added services. These solutions must work seamlessly with the PMS, which allows pharmacies to better understand the services needed for their patients and then provide them.

A personalized communications platform goes beyond the capabilities of the pharmacy management system, improving your efficiency and ability to offer an expanding array of high value patient care services. The technology streamlines your workflow and offers a convenient way for patients to come to you for patient care. A user-friendly interface enables quick and easy appointment scheduling and helps you manage clinical interventions, follow-up communications and even reporting.

The pharmacy profession has grown significantly over the years, allowing you to not only dispense medications, but also provide high-value patient care.



Enhance Patient Engagement and Loyalty



The Opportunity

Establishing patient engagement and loyalty is critically important to keeping patients healthy and happy, and maintaining the long-term health of your pharmacy. Pharmacists are often the most accessible care provider within the community, making it easy for patients to engage and establish a relationship with you. In the U.S., the average wait time for an appointment with a primary care physician is 19.5 days, and for specialist clinicians, it can be several weeks. Enhancing patient engagement can play a significant role in empowering patients to communicate with your community pharmacy, particularly when the clinicians they typically see are unavailable.

Similarly, establishing loyalty among patients includes providing individualized medication therapy counseling and delivering continuity of care. Patients are much more likely to be loyal to you and your pharmacy when you focus even more on clinical services and relational skills, in addition to your critical role of providing the life-saving medications that keep them healthy, happy and safe.

The Technology



As you look to strengthen patient engagement and loyalty, personalized communications technologies offer the tools you need to ensure positive patient interactions. Whenever they interface with the pharmacy, patients are given an individualized, frictionless experience. With a streamlined workflow that reduces administrative tasks, you are free to ensure that every person-to-person interaction between you and your patient addresses their specific needs.

Personalized communications technology offers an omnichannel approach that allows you to enhance and expand engagement by communicating with each patient in a highly personalized way. Whether you're sending refill reminders or scheduling a vaccine appointment, all communications happen through the patient's preferred channel and communications device. The technology allows for a better patient experience via interactive inbound or outbound phone calls, SMS texting, email, and even virtual visits.

“Studies show that increasing patient retention by just 5% can measurably increase a pharmacy's profits. These technologies help keep patients around and that's equally as important as bringing a new patient in the door.”

—Andrew Sylvester, Director, Business Intelligence, Business Ops & Sales Enablement, EnlivenHealth™



Improve Patient Outcomes

The Opportunity



Studies have shown that better patient engagement and communications produce measurably better medication adherence and health outcomes. By streamlining workflows, you are free to get out from behind the counter to interact directly with patients. This allows you to identify intervention opportunities, offer medication synchronization technology, and deliver therapy management, immunizations, point-of-care testing, and follow-up for monitoring and evaluation. The fact is, when your pharmacists' practice at the top of their license, your patients are healthier and happier. In addition, your pharmacists' job satisfactions improve significantly.

When it comes to medication adherence, the effect on patient outcomes is significant. Research shows that 26% of readmissions are potentially preventable and relate to medication nonadherence. As many as 60% of all medication errors occur during the transition from one healthcare setting to another, and 72% of all adverse events that occur following discharge are related to medications.

As you provide a higher level of clinical care to your patients, your ability to improve patient outcomes will only grow. This holds true whether you identify an opportunity to improve medication adherence, monitor the patient's experience with a particular medication, or discuss alternative treatment options with other clinicians.

26% of hospital readmissions are potentially preventable and relate to medication nonadherence

60% of all medication errors occur during the transition from one healthcare setting to another

72% of all adverse events that occur following discharge are related to medications

The Technology

Improving patient outcomes in your pharmacy starts with a personalized communication solution founded on sophisticated data science and machine learning. The insights gleaned from the technology allow you to identify the best method and timing of outreach to increase the likelihood that an intervention will lead to improved patient health outcomes.

This advanced communications technology gives your patients a hands-free, frictionless method of refilling prescriptions. When patients do call in, the system automatically recognizes patients by their phone number and securely authenticates them by capturing their birth date. The system identifies prescriptions that need to be filled or refilled and often leads to a high acceptance rate of suggested refills, which drives up adherence and related PDC scores.

Studies have shown that better patient engagement and communications produce measurably better medication adherence and health outcomes.

A decorative pattern of dots in the top-left corner, arranged in a grid-like fashion with varying dot sizes and colors (dark red, light red, and white) on a dark red background.

Grow Pharmacy Revenue with Personalized Communications Technology



“The simple act of communicating with patients in a way that resonates with them creates true value for retail pharmacies. We help increase script growth, drive patient retention, and increase patient acquisition.”

–Kim Howland, Vice President of Product and Engineering, EnlivenHealth™

Given the sweeping implications of pharmacists playing increasingly important roles in the healthcare continuum, there are practical ways that your pharmacy can find opportunities to grow. This is perhaps the greatest benefit of personalized communications technology. When you streamline and automate your workflows, you have time to deliver the high-value clinical services that generate additional revenue for your pharmacy and improve patient reach and retention.

The fact is, pharmacies have been struggling for years with declining reimbursements, and the runaway growth of DIR (Direct and Indirect Remuneration) fees are making things

considerably worse for pharmacy economics. These new, value-added clinical services represent a much higher margin business for pharmacies. These new revenues can offset the pressure of declining reimbursements.

These clinical services not only heighten your impact in the community, but also give you the satisfaction that you are making an important contribution to patient health. It ultimately results in higher job satisfaction, increased patient retention, improved patient outcomes, and greater potential and profitability for your pharmacy.



Personalized Communications from EnlivenHealth™

To address the growing needs for advanced technology in the pharmacy, EnlivenHealth™ offers Personalized Communications, the most comprehensive and personalized patient communications solution on the market. This breakthrough omnichannel communications solution offers:



Simplified workflow

with a user-friendly interface that enables quick and easy appointment scheduling for clinical interventions, and follow-up communications.



Seamless medication management

that provides a hands-free, frictionless method of refilling prescriptions.



Better patient communications

which strengthens engagement by communicating with each patient in a highly personalized way, through their preferred channel, at the right time.



Improved patient reach and retention

through effective campaigns that increase patient adherence, satisfaction, and pharmacy revenue

The solution offers measurable improvements in patient satisfaction, pharmacy efficiency, medication adherence, and health outcomes.



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For more information about patient communications and clinical care technologies, contact us at 877-776-2832 or send us an email at enlivenhealthco@omnicell.com

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 and member 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.