

# EnlivenHealth™

an Omnicell Innovation



Outpatient Pharmacy  
Report: How New Digital  
Technologies Help Improve  
Patient Health Outcomes  
and Grow Revenues



Pharmacy technologies free outpatient pharmacists to focus on high-value, clinical services that increase adherence, improve patient health outcomes, and reduce hospital readmissions and costs



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# The Changing Outpatient Pharmacy Landscape

Today's hospital outpatient pharmacies have evolved. Rather than merely dispensing drugs to discharging patients or to staff, they have become deeply involved in the health systems' integrated care approach. Outpatient pharmacies now play an increasingly central role in improving patient outcomes across a range of care settings, reducing hospital readmissions and increasing revenue growth. Your outpatient pharmacy offers an avenue for the health system to provide continuity of care, a way to reduce self-insured prescription drug costs, and an opportunity for patients to enhance connections to medical professionals who can help keep them healthy and safe.

While historically viewed as a cost center, the outpatient pharmacy is seeing a resurgence in recent years due to several circumstances. The 340B drug pricing program allows outpatient pharmacies to generate savings on drug purchases for medications that are made available to an underserved patient population. Specialty pharmacy business has grown due to an increase in complex conditions that require specialty medications. And children's hospitals have begun opening outpatient pharmacies due to a rising need for compound medications.





“Today’s health system outpatient pharmacies are more involved with direct patient care than ever before. Pharmacists have a great opportunity to improve patient outcomes, and this is only going to increase as time goes on.”

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

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The pandemic has also changed the outpatient pharmacy as it accelerated patient preference for in-home care and opportunities to reduce trips outside of the home. This trend is expected to continue for outpatient pharmacies and will be aided by technologies that allow for self-service medication information, consolidated pick-up programs, and more personalized communications that align with patient preferences.

As your outpatient pharmacy evolves, the need for advanced technologies grows. Technologies that enhance medication adherence, improve inbound and outbound patient communications, and streamline pharmacy workflows will play an increasingly important role. At the same time, as pressure to increase revenue mounts, pharmacy technologies will allow your outpatient pharmacy to increase script growth and provide high-value clinical services, while also helping to reduce costs.

# The Role of the Outpatient Pharmacy in Value-Based Care



As healthcare continues to reform, health systems rely on their outpatient pharmacies to influence and impact care quality. With health systems looking to lower the cost of care while improving outcomes, many are extending the reach of the hospital with the outpatient pharmacy.

Your outpatient pharmacy can help meet the growing cost and quality challenges of value-based care in several ways:

- **Increase medication adherence** by meeting patients where they are and making sure patients have access to their medications during transitions of care.
- **Enhance education and consultation** to ensure patients know how to take their medications and have an opportunity to ask questions through Meds to Beds and other clinical services.
- **Improve the patient experience** by making pharmacy visits more convenient and communicating with patients through their preferred channels, whether it be phone, text, email, etc.
- **Boost revenues** in a declining reimbursement environment by offering high-value clinical services that create new service lines and improve patient care.

- **Control drug costs** for self-insured health systems by allowing employees and their dependents to receive medications at cost.

In addition, outpatient pharmacies help bridge gaps in care by ensuring patients leave the hospital with medications in hand. Your pharmacists can ensure that patients understand how and why they need to take their medications before they leave the four walls of the hospital.

For self-insured health systems, employees can use your outpatient pharmacy to control prescription benefit costs and have convenient access to medications and associated health and wellness counseling. And outpatient pharmacies can create new revenue streams by allowing pharmacists to provide enhanced clinical services, medication therapy management after discharge, and tailored education programs for critical issues such as smoking cessation.

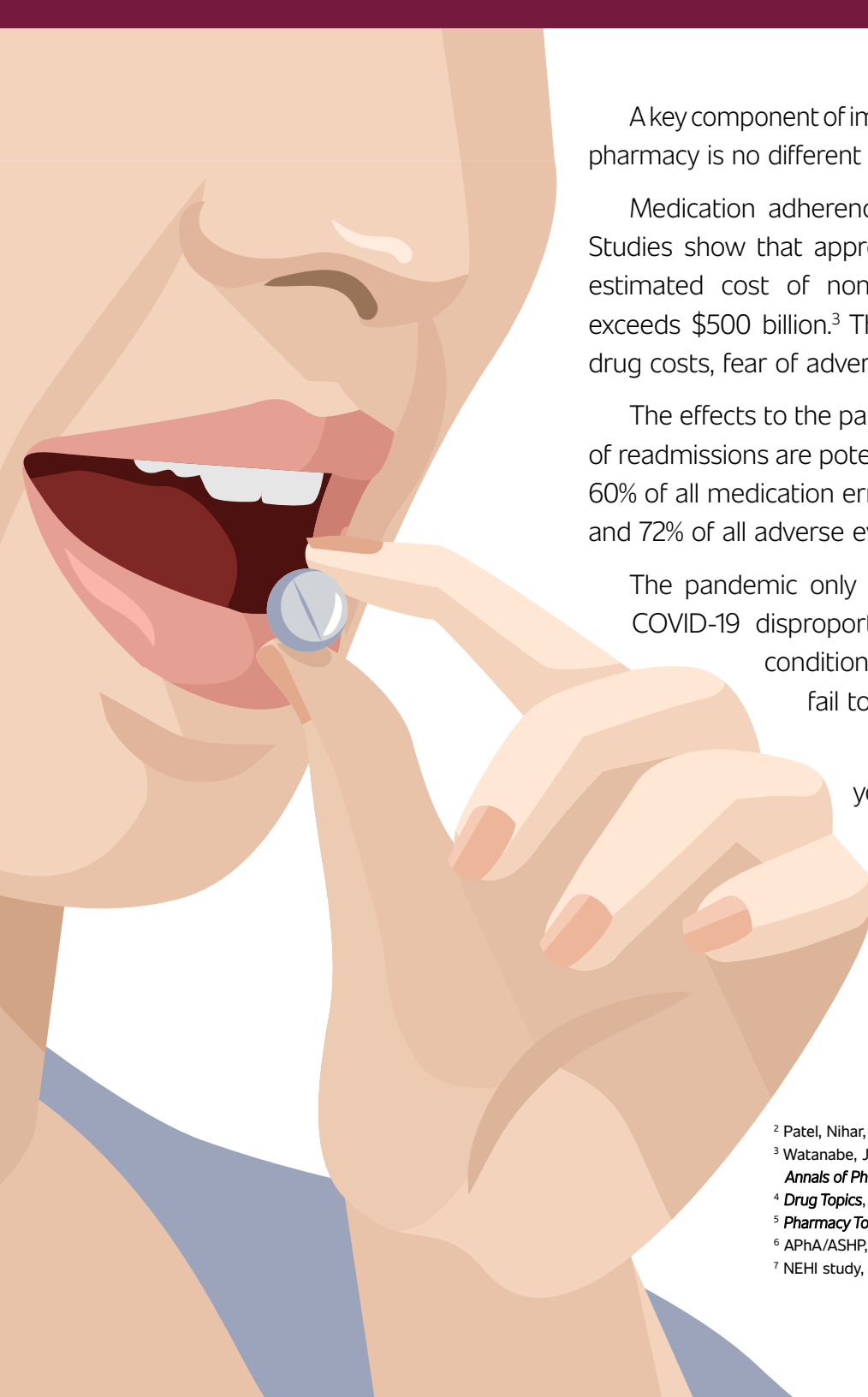


For hospital-owned outpatient pharmacies, **drug prices are typically 5% to 12% lower** than retail prices at big box chains and community pharmacies.<sup>1</sup>

<sup>1</sup> Comprehensive Pharmacy Services, April 17, 2020.

# Improving Medication Adherence in the Outpatient Pharmacy





A key component of improving health outcomes is ensuring medication adherence. The outpatient pharmacy is no different from retail pharmacies in their responsibility to ensure adherence.

Medication adherence remains a persistent problem for the national healthcare system. Studies show that approximately 25% of prescriptions are left unfilled by patients.<sup>2</sup> And the estimated cost of nonoptimized medication therapy, including medication nonadherence, exceeds \$500 billion.<sup>3</sup> The most common reasons for medication nonadherence include high drug costs, fear of adverse events, and being unable to keep up with multiple medications.

The effects to the patient and quality health outcomes are significant. Studies show that 26% of readmissions are potentially preventable and relate to medication nonadherence.<sup>4</sup> 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.<sup>5,6</sup>

The pandemic only intensifies the struggle, raising the stakes for medication adherence. COVID-19 disproportionately affects patients with underlying health conditions, making conditions like asthma, hypertension and diabetes even more deadly if patients fail to take their medications as prescribed.

With the right technology platform and patient engagement approach, your outpatient pharmacy can help put an end to the patient health risks and negative impacts on the health system that result from medication nonadherence.

**“If we could do just one thing to improve health outcomes and lower cost, the greatest single opportunity before us would be to help people take their medications correctly.” – NEHI<sup>7</sup>**

<sup>2</sup> Patel, Nihar, USciences, “Why Don’t Patients Take Their Medications?” October 24, 2018.


<sup>3</sup> Watanabe, Jonathan H., McInnis, Terry, and Hirsch, Jan D., “Cost of Prescription Drug-Related Morbidity and Mortality,” *Annals of Pharmacotherapy*, March 26, 2018.

<sup>4</sup> *Drug Topics*, “Up to 26% of Hospital Readmissions Are Preventable and Medication-Based,” July 7, 2017.

<sup>5</sup> *Pharmacy Today*, “Preventing Medication Errors in Transitions of Care: A Patient Case Approach,” March 1, 2015.

<sup>6</sup> APhA/ASHP, “Improving Care Transitions: Optimizing Medication,” March 2012.

<sup>7</sup> NEHI study, December 2011.



# Value of Medication Synchronization Technologies to Outpatient Pharmacies

Medication synchronization technologies deliver great value to outpatient pharmacies, helping them remove barriers and make medication adherence easier for patients. While improving patient adherence and health outcomes are the primary benefits, medication synchronization can also help improve patient retention, pharmacy efficiency, and script growth.

### Drive Quality Outcomes

Medication synchronization can help you target eligible patients with clinical interventions that can measurably improve medication adherence and quality measures. By simplifying when patients refill and pick up their medications, you can make it easier for patients to get their medications and take them as directed.

### Improve Operational Efficiency

With medication synchronization, you can achieve quick and easy appointment scheduling for pharmacist counseling, point-of-care testing, vaccinations, and other value-based services. By freeing pharmacists from tedious, time-consuming tasks, you can allow them to provide clinical care and other services that bring value to your pharmacy and health system and, most important, improve the health of your patients.

### Increase Patient Retention

By improving pharmacy efficiency, you can free up time for your pharmacists to focus more on high-value care and medication

counseling, such as explaining how medications work and how patients can avoid side effects. When you provide counseling on a consistent basis, you help improve health outcomes while driving increased patient satisfaction and retention. And with greater patient satisfaction and retention, your outpatient pharmacy can drive script growth and prove itself to be financially viable to the health system.

### Boost Script Growth and Profitability

With medication synchronization technologies, you can engage in appointment-based medication management, which can lead to two or more additional prescription refills per participating patient over the course of a year. Fewer trips to the pharmacy decrease the chances that a patient runs out of their medications and increases the opportunity for patients to make sure they have all the medications they need.

### Improving Pharmacist Work Satisfaction

Medication synchronization helps free up pharmacists to focus on patient care. As a result, your outpatient pharmacists can practice at the top of their license, which has a significant impact on their overall work experience and satisfaction.

As many as 25% of patients being discharged never even pick up their first month of medications.<sup>8</sup>

<sup>8</sup> Fallis BA, Dhalla IA, Klemensberg J, Bell CM. "Primary medication non-adherence after discharge from a general internal medicine service," *PLoS One*, May 2, 2013.

# Enhancing Patient Engagement in Outpatient Pharmacies



In addition to medication adherence, outpatient pharmacies can benefit greatly from personalized communications technologies. How you communicate with patients, and through which channels, has a significant effect on pharmacy workflow, medication adherence, patient health outcomes, and your pharmacy's business results.

A truly personalized experience is vital to improving adherence, producing better health outcomes, and boosting patient satisfaction and retention. With personalized patient communications, you can proactively reach out to patients to fill their medications and communicate with them through their preferred channels.

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.

In addition, providing individualized medication therapy counseling can build the patient engagement and loyalty that help to maintain the long-term viability of your outpatient pharmacy. A patient is much more likely to be loyal to your outpatient pharmacy and pharmacists when you are able to focus on clinical services and patient care more than just filling prescriptions.

Today's advanced engagement technologies help to streamline and simplify your workflow to eliminate the challenges of repetitive and time-consuming administrative and operational tasks—and allow you to spend more time with patients.

**A truly personalized experience is vital to improving adherence, producing better health outcomes, and boosting patient retention.**

# Value of Personalized Communications in the Outpatient Pharmacy



### Deliver High-Value Clinical Services

Create new revenue streams and bring value to the health system by allowing your pharmacists to work at the top of their license. Personalized communications platforms streamline your workflow and offer 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.

### Free Pharmacists to Focus on Patient Care

Use interactive voice response (IVR) technologies to allow patients to seamlessly engage with your outpatient pharmacy over the phone without ever having to speak to a staff member. With natural language processing, IVR solutions have evolved into intelligent, conversational platforms that deliver a more intuitive and responsive experience.

### Enhance Patient Engagement and Loyalty

Ensure positive patient interactions 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.

### Improve Patient Outcomes

Give your patients a hands-free, frictionless method of refilling prescriptions and setting medication dose reminders. With sophisticated data science and machine learning, personalized communications platforms can generate insights that allow you to identify the best method and timing of outreach—increasing the likelihood that drug therapies will lead to improved patient outcomes.

“Patients have a choice as to where they receive care, and they’re more invested in their own outcomes than ever. It’s important to make sure they have a positive experience with the outpatient pharmacy and can get the attention they deserve.”

– David Kirkus, D.Ph.,  
Director of Pharmacy Consulting Services



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# 10: Case Study: Dartmouth Hitchcock

# Background

The Dartmouth Hitchcock health system is New Hampshire's largest employer and serves a population of 1.9 million patients across northern New England. With more than 1,800 providers in all areas of medicine, the academic health system operates three retail pharmacies and one mail-order pharmacy.

# Challenge

The health system struggled with several challenges. First, adherence scores for high-risk patients were low. Also, after the state mandated confirmation calls for mail order prescriptions, the hospital pharmacy staff found itself spending too much time on the phone with patients. The staff was also strained by informing patients of their prescription status while they waited.

# Solution

To address these challenges, the health system implemented several solutions from EnlivenHealth™: Personalized IVR, Medication Synchronization, Pick-up Reminders, and Real-time Fill on Arrival Calls and Payment Issue Calls.








# Results

With Personalized IVR, Dartmouth Hitchcock drove script growth up by one percent and achieved a 74% acceptance rate on refills. And with Medication Synchronization, the health system increased script volume by 2,628 prescriptions, bringing incremental revenue of more than \$131,000. They also find themselves spending less time on the phone and send patients automatic alerts when their medications are ready to be picked up.



# OutpatientPowered from EnlivenHealth™

To address the growing needs for advanced technology in the outpatient pharmacy, EnlivenHealth offers OutpatientPowered, a suite of outpatient pharmacy software. The solution combines EnlivenHealth's advanced Outbound Communications solution, Personalized IVR, Medication Synchronization platform and Econcile. These technologies enable you to provide a truly personalized experience for your patients and employees through:

-  Outpatient pharmacy messaging tailored to patient preferences including phone calls, 24/7 IVR solutions, SMS texting, email, and chat.
-  Communication options that meet the needs of employees who work a variety of hospital shifts.
-  Improved medication adherence by aligning patients' chronic medications to one convenient, monthly pickup date.
-  Streamlined workflows to reduce time spent on repetitive tasks and to allow pharmacists to provide high-value, personalized patient care.
-  A truly personalized patient and employee experience using industry-leading communications solutions to drive better engagement.
-  A cost-effective way to manage third-party receivables and payments on prescription claims.
-  Increased script revenue while lowering spend and maximizing specialty growth and 340B pricing.

This solution offers measurable improvements in health outcomes, medication adherence, patient satisfaction, workflow efficiency and pharmacy business results.





## Today's outpatient pharmacy

plays an increasingly important role in getting the right medications in the hands of patients as they transition from one care setting to another. At the same time, your outpatient pharmacy allows the health system to reduce costs and offer convenience to employees and their dependents. Though often seen as a cost center, outpatient pharmacies can use technology to their advantage to offer high-value clinical

services and bring added revenue to the health system.

Advanced technologies allow pharmacists to focus less on dispensing medications and more on patient care. The technologies free pharmacists from tedious tasks, allowing them to practice at the top of their license so they can focus their attention where it matters most—improving patient outcomes and patient satisfaction.

## EnlivenHealth™

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For more information about  
OutpatientPowered, contact us at  
877-776-2832 or send us an email at  
enlivenhealthco@omnicell.com

[www.enlivenhealth.co](http://www.enlivenhealth.co)

### About EnlivenHealth™

EnlivenHealth™ builds advanced patient engagement, financial management and population health technology solutions that enable retail pharmacies and health plans to measurably improve the health of their patients and members, while ensuring the long-term health of their business.

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](http://www.enlivenhealth.co).

For more information about medication adherence technologies, contact us at 877-776-2832 or send us an email at [enlivenhealthco@omnicell.com](mailto:enlivenhealthco@omnicell.com)