

The power to strengthen patient engagement and enhance adherence and outcomes, while growing your specialty pharmacy business



Touchpoint Management from EnlivenHealth[®]

Specialty pharmacies are playing an increasingly important role when it comes to caring for patients who suffer from complex chronic conditions. With rising costs amidst an expanding specialty drug pipeline, increasing patient volume, and greater demand to prove adherence and outcomes, specialty pharmacies are feeling the pressure like never before. To meet these challenges, specialty pharmacies need advanced digital technologies that can help them better facilitate patient engagement, promote medication adherence and improve health outcomes.

Strengthen patient engagement and measurably improve medication adherence and health outcomes with Touchpoint Management from EnlivenHealth[®]

With EnlivenHealth's Touchpoint Management software, a proven digital patient engagement solution for specialty pharmacy, you can improve operational efficiency, enhance patient adherence and outcomes and increase patient satisfaction.

Our advanced patient engagement software, specifically designed for specialty pharmacy, transforms workflow efficiency. This proven engagement solution automates patient communications such as interactive/static outbound calls, SMS text messaging and email to strengthen patient engagement, enhance patient satisfaction and retention, and improve medication adherence and outcomes. Using this best-in-class automation streamlines the specialty pharmacy workflow by automating manual and time-consuming tasks such as confirming shipment/receipt of

medications, providing refill notifications and delivering adherence-based daily dose reminders. This increases operational efficiency and frees up pharmacy staff to focus on delivering high-touch patient care.

Improve operational efficiencies and enhance patient satisfaction and retention

Touchpoint Management also includes Compliance Management and Lifecycle Management to fully meet the accreditation and clinical needs of specialty pharmacies. For URAC, ACHS and NCQA accreditation, Compliance Management enables pharmacies to conduct automated patient satisfaction surveys using interactive outbound messaging and interactive voice response (IVR) for routing, processing, and reporting. For specialty pharmacies seeking to enhance their clinical outreach, Lifecycle Management uses a HIPAA compliant, CRM-light, one-to-one hosted dialer to generate lists, personalize call scripts and schedule patient interactions.

Powerful Benefits of EnlivenHealth® Touchpoint Management

- **Improve Operational Efficiency** – Automation frees up pharmacists to focus on patient care and high-touch, value-added services. For example, pharmacies are seeing a 50% increase in self-service refills, significantly reducing the time pharmacy staff spends on the phone.¹
- **Increase Patient Satisfaction** – Touchpoint Management provides a better patient experience and improves satisfaction leading to an 18% increase in Net Promoter Score (NPS).²
- **Improve Medication Adherence and Patient Outcomes** – Outbound refill reminder and adherence messaging promotes medication adherence and results in up to a 5% increase in PDC scores.³

For more information on Touchpoint Management from EnlivenHealth® and to arrange a demo, call 877-776-2832, or visit [EnlivenHealth.co](https://enlivenhealth.co).

Sources: 1, 2, 3 Enliven Health data and analytics, 2019.

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. With the recent acquisition of FDS Amplicare and MarkeTouch Media, EnlivenHealth now offers the industry's most comprehensive suite of SaaS technology solutions that help retail pharmacies and health plans to transform and thrive in this new era of digital-driven healthcare. Currently, more than 50,000 retail pharmacies nationwide deploy EnlivenHealth/FDS Amplicare/MarkeTouch Media technology solutions. 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](https://enlivenhealth.co).

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