

How to retain high value patients and increase pharmacy revenue



EnlivenHealth® Medicare Match

With declining reimbursements putting more and more pressure on revenues, pharmacy leaders and owners understand that they need to find new avenues for growth. Chief among these is retaining and expanding high-value patients. However, pharmacies struggle to find the time to focus on patient-centric care and deliver the script-generating clinical services that are essential to driving patient retention and revenue growth.

Introducing Medicare Match from EnlivenHealth®

EnlivenHealth's Medicare Match offers the right solution for today's pharmacies. Medicare Match is the industry-leading Medicare plan finder solution that empowers pharmacies to strengthen their patient relationships while expanding revenue growth opportunities. With Medicare Match, your pharmacists can efficiently support patients in choosing the Medicare plan that's the perfect match for their healthcare needs and financial requirements. The result is a true win-win for your patients and your pharmacy's bottom-line.






Strengthen Your Role as a Trusted Healthcare Advisor

Medicare Match is a comprehensive suite of Medicare plan comparison and selection solutions that enable pharmacies to help Medicare-eligible patients navigate one of the most consequential and stressful events in their lives: choosing the right Medicare plan. Medicare Match features a suite of tools and solutions that enable pharmacies to identify patients who

could most benefit from this service, communicate efficiently with them, and provide helpful online/offline educational assets that empower patients to choose the best plan for their particular needs. Our solution helps pharmacists to enhance their vital role as a trusted healthcare advisor, which is key to building long lasting patient relationships.

Medicare Match offers the ultimate flexibility so you can decide which solution, or combination of solutions, is best for your pharmacy staff and patients. For example, you may choose from options that empower patients to find a plan on their own or ones that require only minimal involvement from your staff.

The following outlines Medicare Match's flexible options:

-  **Match Plan Finder Platform**
-  **Win-Win Targeted Analysis & Reporting**
-  **Win-Win Messaging**
-  **Medicare Messaging**
-  **NavigateMyCare.com**

- **Match Plan Finder Platform** – Our robust, CMS approved plan finder platform enables pharmacies to deliver a successful plan comparison service that increases patient satisfaction and loyalty. The platform includes a convenient formulary lookup tool that suggests drug alternatives that are covered by your patient's plan.
- **Win-Win Targeted Analysis & Reporting** – Enables pharmacies to grow and retain revenue faster with insightful Targeted "Win-Win" Analysis and Reporting to maximize the effectiveness of your personalized patient campaign to grow revenue faster.
- **Win-Win Messaging** – Targets patients with plan changes that take them out of network and provides them

with plan options and savings opportunities via NavigateMyCare.

- **Medicare Messaging** – Allows your pharmacy to initiate a personalized campaign via mobile app, voice, or SMS text to alert individuals to a Medicare plan opportunity. Provides a convenient link to the Navigate My Care patient plan comparison tool.
- **NavigateMyCare.com** – Provides trusted information and helpful comparison tools via Navigate My Care that are tailored to each individual patient to assist them in exploring and enrolling in a plan that's right for their needs and is also available at the patient's pharmacy.

Powerful Benefits of EnlivenHealth® Medicare Match

- **Transform** your pharmacy's clinical practices and business results to grow and thrive in this new era of digital-driven era of healthcare
- **Proactively manage** the health and wellbeing of high-value patient populations
- **Empowers pharmacies** to strengthen, expand and retain their high-value patient relationships
- **Help patients** to navigate the major life event of enrolling in Medicare and choosing the "perfect match" plan

For more information on Medicare Match from EnlivenHealth® and to arrange a demo, call 877-776-2832, or visit 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. 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.

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