

Ohio-based Pharmacy Easily Gains \$732K with Pharmacy Data & MyDataMart

It takes more than just ideas to solve a problem; it takes action. So when Joel Aylor, the pharmacy manager for Kettering Health Pharmacy, was tasked with finding new ways to optimize their workflow and generate revenue, he came to the table with more than just ideas; he had a plan of action. But to execute his plan efficiently without interfering with his other responsibilities, he needed help. He needed MyDataMart.

60%

YEAR-OVER-YEAR
REVENUE INCREASE

\$732k

ANNUAL REVENUE GAINED
FROM TARGETING MISSED
REFILLS

3,271

PRESCRIPTIO
FILLS GAINED IN 1 YEAR


The Downside of DIY Data Analysis

Patient adherence issues costs pharmacies millions every year. Whether it's because of higher DIR fees or lower performance measures (tied to CMS Star Ratings), low medication adherence can derail a pharmacy's revenue stream in a flash.

Joel saw an opportunity in digging into Kettering Health's pharmacy data. He figured that if he could track prescriptions that were due for a refill but never filled, he could solve two problems at once. First, he could win additional revenue for the pharmacy by filling prescriptions that would have otherwise been lost. Second, he would improve patient adherence by getting them back in their regular refill cycles and back on their medication plans.

Joel's first attempts at tracking missed refills were successful, but he wasn't satisfied. "I had no way of tracking [the results]," he said. "I was doing it manually, more or less, via a list of reports."

Manually performing data analysis proved to be too time-consuming to be worthwhile. Add to the issue the difficulty in calculating ROI, and Joel was having a hard time proving the value of his efforts.



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The Solution That Works Behind The Scenes

Kettering Health Pharmacy had a working relationship with EnlivenHealth® (formerly FDS Amplicare) when Joel signed on as pharmacy manager. He was introduced to MyDataMart by his EnlivenHealth® business solutions specialist, Kristina. What Joel found was that MyDataMart could do everything he had been trying to do manually — plus, it could provide ROI values in an instant, giving Joel the proof he needed to justify his efforts.

MyDataMart's opportunities queue was a game-changer for Joel. For example, it has built-in reports on key pharmacy metrics like missed refills (automatically sorted by the most profitable prescriptions) that were exactly what he was looking for. It took all the reporting work he was doing manually and automated it, taking it off his plate. "The nice thing about the opportunities queue," said Joel, "is that it does everything behind the scenes for me so that I can just pull a report and see it."

The solution's simple, intuitive design means that the user doesn't necessarily have to be a pharmacist. Joel trained a technician to use the software and work the opportunities queue while waiting for prescriptions to fill. He generally spends an hour per day doing this, and the results speak for themselves.

But, as simple as it is to learn, that doesn't mean MyDataMart users are given some swimming tips and then tossed into the deep end. Joel and his team have a superstar business solutions consultant in the form of EnlivenHealth's Kristina Kent, a former pharmacy technician who coaches new users and helps them get the most out

of MyDataMart. This isn't just training; this is a relationship that will last as long as Kettering Health Pharmacy is an EnlivenHealth client.

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Innovation Inspired By Results

Within a year of implementing MyDataMart's opportunities queue, Kettering Health Pharmacy saw a 60% increase in year-over-year revenue. They added a total of 3,271 fills that would have otherwise been lost, up from 2,137 fills the year before. And the value of those added fills? Over \$732,000.

Utilizing MyDataMart also ignited an innovative spirit in the pharmacy. Before, Kettering Health used a text messaging service to send out prescription pickup reminders. Once they started using MyDataMart's opportunities queue, they had a different idea. And it didn't take long to turn that idea into action.

Now, when the technician discovers a refill opportunity, he sends the patient a text message stating that they have prescriptions available for refill. If the patient would like to order those refills, they can simply reply "FILL." The text message also includes instructions to call the pharmacy if there are any questions about the medications. Once the prescription has been filled, the patient will get another text message telling them it's ready for pickup.

What Comes Next?

When he was asked what was next for Kettering Health Pharmacy and MyDataMart, Joel didn't hesitate. He simply said, "Get our other locations to buy into this kind of workflow."

The main campus of Kettering Health Pharmacy has seen incredible gains as a result of MyDataMart and the opportunity queue. If the other locations follow suit, we see great things ahead for the outpatient pharmacy wing of Kettering Health Network.

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About Magnolia Pharmacy

Kettering Health wants home to be your first stop when you're ready to leave the hospital. Part of a faith-based family of medical centers, emergency centers, and outpatient facilities, Kettering Health operates 11 pharmacies that fill prescriptions on site at many Kettering Health care facilities.