

# The Ultimate Guide to Annual Enrollment for Pharmacies

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Proven Solutions to  
the Challenges All  
Pharmacies Face  
During Medicare  
Open Enrollment



**EnlivenHealth<sup>®</sup>**  
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# Introduction

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## **EnlivenHealth Empowers Your Pharmacy and Your Patients During Open Enrollment**

Every year, Medicare Open Enrollment presents a host of challenges for any pharmacy, from combating DIR fees to patient outreach and finding those coveted win-win opportunities for both your patients and pharmacy. Many of these issues have only been amplified by COVID-19, which has impacted vulnerable seniors in particular. The pandemic has also raised new questions about how pharmacists can safely help guide patients to select a new plan from a distance. Missing out on revenue opportunities during this vital period is always a concern, and pharmacies are looking for new ways to make this unique season a success. In this guide, we'll cover five major issues every pharmacy will face during Open Enrollment and what they can do to make this year a success.

### **Comparing Plans from Home**

With COVID-19 playing havoc with senior's lives, pharmacies need a way to effectively compare plans and counsel patients who are distancing at home.

### **DIR Fees**

Pharmacies are also concerned about a lack of transparency around increasing DIR fees and reimbursement costs when helping patients to choose or compare plans. How can they help guide their patients to the best plan for them and for their pharmacy?

### **Visibility into Win-Win Opportunities**

AEP is a hectic time, and pharmacists don't have the bandwidth to review hundreds of patient scenarios. In addition, they lack the tools and reporting they need to quickly identify high-value, revenue-generating opportunities that benefit their patients and their pharmacy.

### **Seniors Unaware of Part D Late Enrollment Fees**

Many patients are unaware they could potentially face Medicare late fee penalties. How can pharmacies raise awareness of the impact these fees can have on Medicare participants if they don't select a plan at the right time?

### **Making Patients Aware of Their Options**

With limited time available, pharmacies often have difficulty raising awareness about Open Enrollment and don't have the tools or resources to reach out to their entire patient database. How can they effectively communicate with patients this year, especially from a distance?

### **So what can you do?**

Arming yourself with the right knowledge and tools during Open Enrollment could mean huge savings for both your pharmacy and your patients. We'll show you how in the folwing pages.

# How can I stay engaged with my Medicare patients and compare plans with them at home during the COVID-19 pandemic?

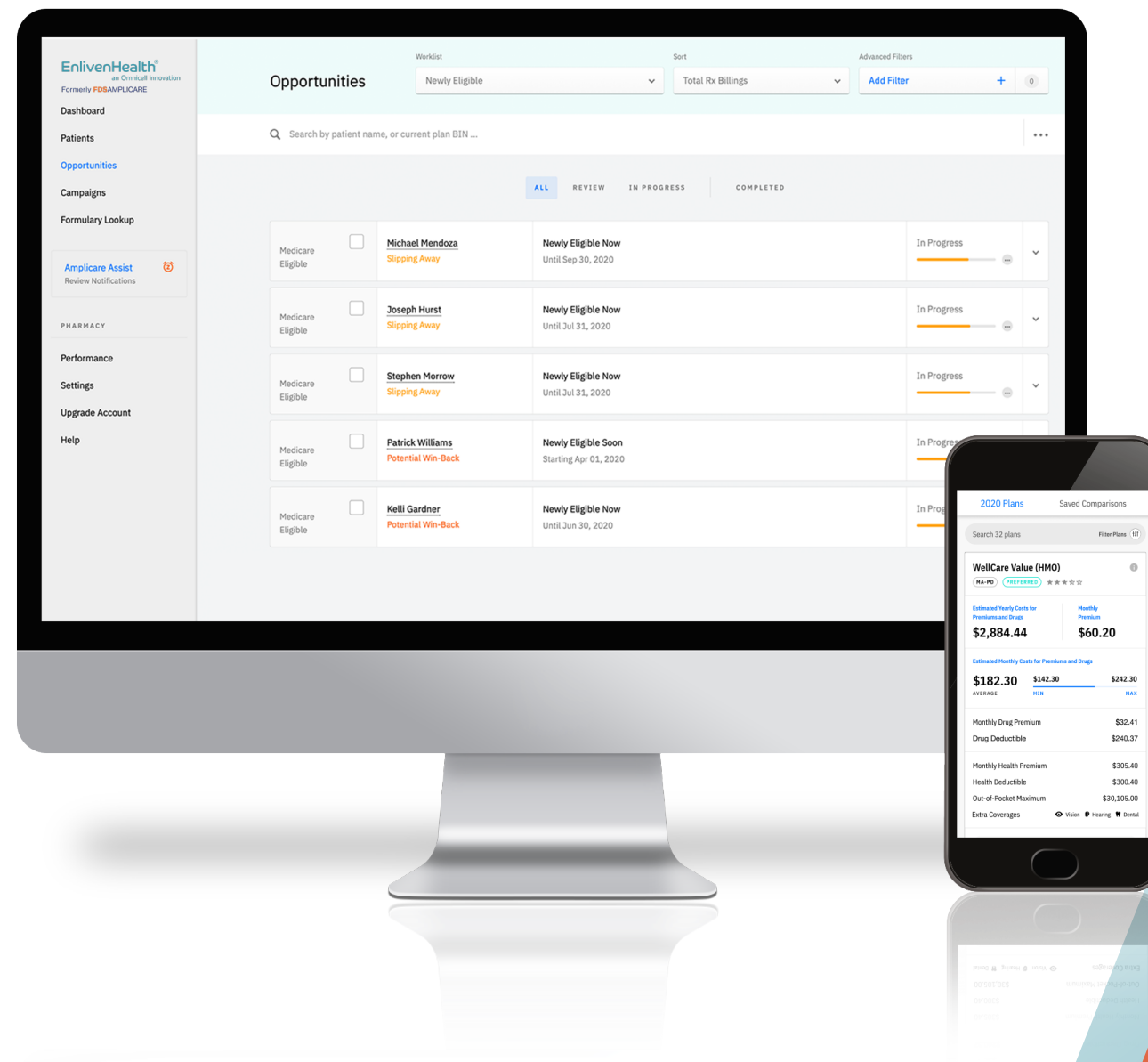
## The EnlivenHealth Solution:

EnlivenHealth Navigate offers pharmacists the ability to engage with patients even while they are social distancing.

EnlivenHealth Navigate provides a safe digital environment for your patients to review plans in-network and preferred with your pharmacy from home.

With Navigate, patients will have easy access to comparisons you run in the pharmacy, so you can be confident they choose a plan that works for them and your business.

Plus, with a CMS-approved resource center at their fingertips, your patients will have all they need to make an informed decision about their options.



## The bottom line:

Don't let COVID-19 ruin the patient-pharmacist experience this fall. EnlivenHealth analyzes patient data, pharmacy data, and plan information to deliver comparisons for Part D, Medicare Advantage, and Medigap plans in seconds — allowing you to provide the guidance your patients need, even from a distance.

# Open Enrollment is a reminder that trying to reduce DIR fees has become a year-round battle for my pharmacy. Is there anything I can do to reduce fees when patients are shopping for Medicare plans?

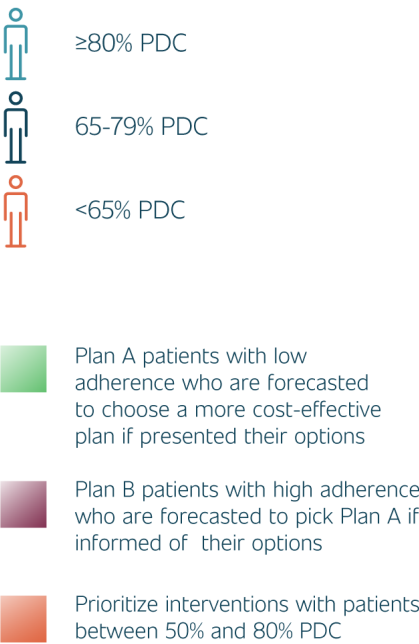
### The EnlivenHealth Solution:

The EnlivenHealth platform allows you to leverage a specific, highly effective strategy during Open Enrollment to combat DIR fees. It's called "DIR Mitigation by Migration" and focuses on reducing the effect of DIR fees by identifying opportunities to simultaneously improve adherence scores and help patients save money.

### Here's how it works:

- Certain plans have rebate incentives in place for DIR fees collected from the pharmacy.
- These plans need to be weighed at the store level and not the PSAO. Using EnlivenHealth, you can identify patients who are habitually non-adherent and on one of these plans.
- If their cheapest plan option next year doesn't have adherence as a metric, or it is weighed at the PSAO level, it's recommended that the patient switch to that plan.
- It also works the other way, i.e., if patients are adherent and on a plan that doesn't reward the pharmacy for their good adherence.
- EnlivenHealth's platform makes visibility to these opportunities fast, easy and automated which means lower DIR fees for your pharmacy.

### Example of mitigation through migration strategy in action



**The bottom line:**  
EnlivenHealth gives you the Medicare plan visibility and insights to focus on what you do best — caring for patients. Not DIR fees.



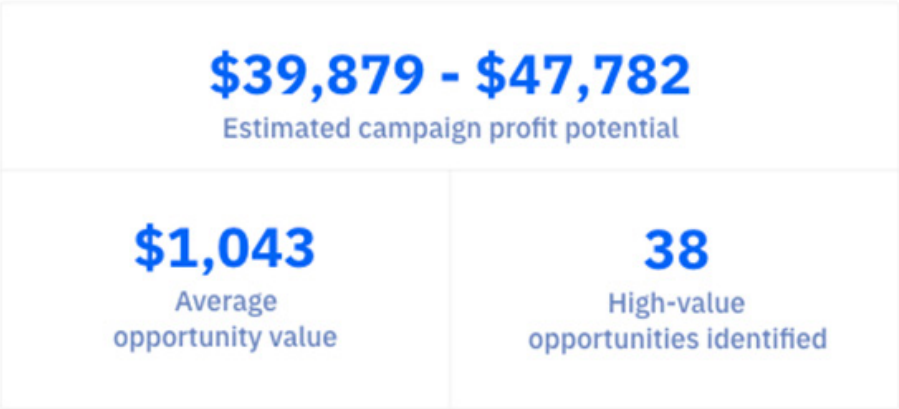
Every year during Open Enrollment, I want to help my patients save on out-of-pocket costs, but I also have my pharmacy’s bottom line to consider. My time is always limited; how can I review hundreds of patients and plans to see if there are opportunities to help them and my pharmacy?

For many patients, Medicare Open Enrollment is the only time of year to make changes to their Medicare plans, whether they're newly eligible or shopping for a new plan. That makes this a critical time for pharmacists to offer their help and guidance.

EnlivenHealth offers a full suite of digital tools to support your pharmacy during Open Enrollment, like the Win-Win Report. The report makes it easy to identify high-value, conflict-free win-win opportunities that save your patients out-of-pocket costs and also improve your pharmacy’s profitability.

**The bottom line:**  
The EnlivenHealth Win-Win Report allows you to seamlessly reduce patient costs and improve your bottom line.

Summary



Top Opportunities

Patient Link <a href="#">Click Here</a>	Estimated Profit Range <b>\$1,043</b>	Estimated Patient Savings Range <b>\$1,166</b>	Current Plan Possibility <b>Plan A RX</b> Saver Plus (PDP)	Win-Win Plan <b>Plan B RX</b> Select (PDP)
Patient Link <a href="#">Click Here</a>	Estimated Profit Range <b>\$1,240</b>	Estimated Patient Savings Range <b>\$1,357</b>	Current Plan Possibility <b>Plan D RX</b> Saver Plus (PDP)	Win-Win Plan <b>Plan E RX</b> Select (PDP)
Patient Link <a href="#">Click Here</a>	Estimated Profit Range <b>\$1,010</b>	Estimated Patient Savings Range <b>\$1,200</b>	Current Plan Possibility <b>Plan F RX</b> Saver Plus (PDP)	Win-Win Plan <b>Plan G RX</b> Select (PDP)

## Medicare plans can be confusing for many seniors and most of my patients are unaware they could potentially face late fee penalties next year if they don't select a new plan in time. How can I inform them about the impact these fees can have on their monthly budgets?

Pharmacists want to protect seniors from potential Part D Late Enrollment Fees, but how can they show them the increased monthly costs they could face?

**The fact is, many seniors are unaware that they may owe a late enrollment penalty if, for any continuous period of 63 days or more after the Initial Enrollment Period is over, they go without one of these:**

- A Medicare Prescription Drug Plan (Part D)
- A Medicare Advantage Plan (Part C) like an HMO or PPO with drug coverage
- Creditable prescription drug coverage through an employer or union (Dual Eligible/Extra Help recipients are exempt from paying the penalty)

That's why EnlivenHealth created the Part D Late Fees Penalty Calculator as a way to help you calculate the exact monthly fees your patients could face, all safely from home on our website.



**The bottom line:**  
EnlivenHealth helps you keep your patients informed to make late fees a thing of the past.

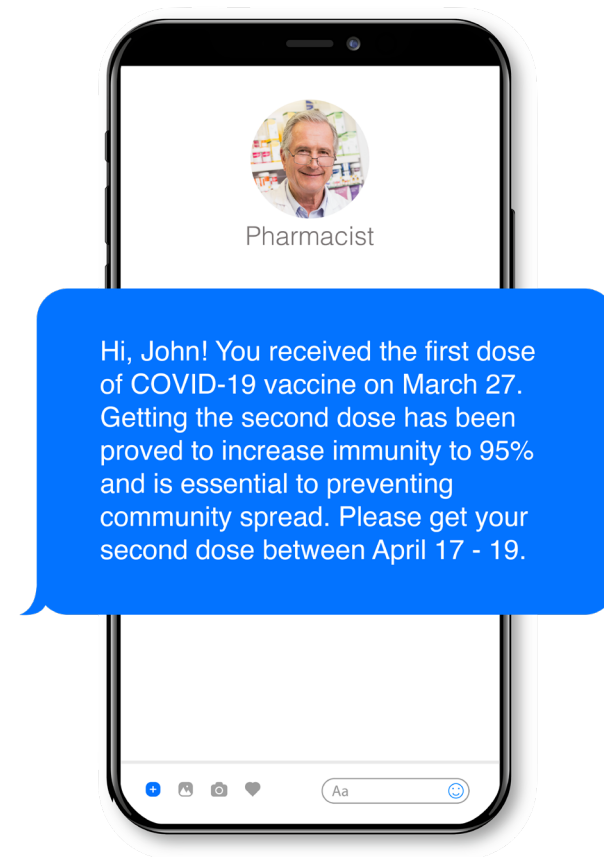
## Staying in touch with many of my Medicare patients has become even more difficult due to COVID-19 and social distancing. How can I safely reach out and inform them of their options this year? I can't possibly call or e-mail them all myself.

Navigate, EnlivenHealth's online enrollment portal, makes it easy for your patients to compare Medicare plans innetwork with your pharmacy and enroll right from home.

During Medicare Open Enrollment, EnlivenHealth subscribers get a little extra help when reaching out to patients, all at no extra cost.

### The bottom line:

Medicare communications can be easier. Save time on outreach to your Medicare patients and keep them safely informed of their options from home at no extra cost to your pharmacy.



### Here's how it works:

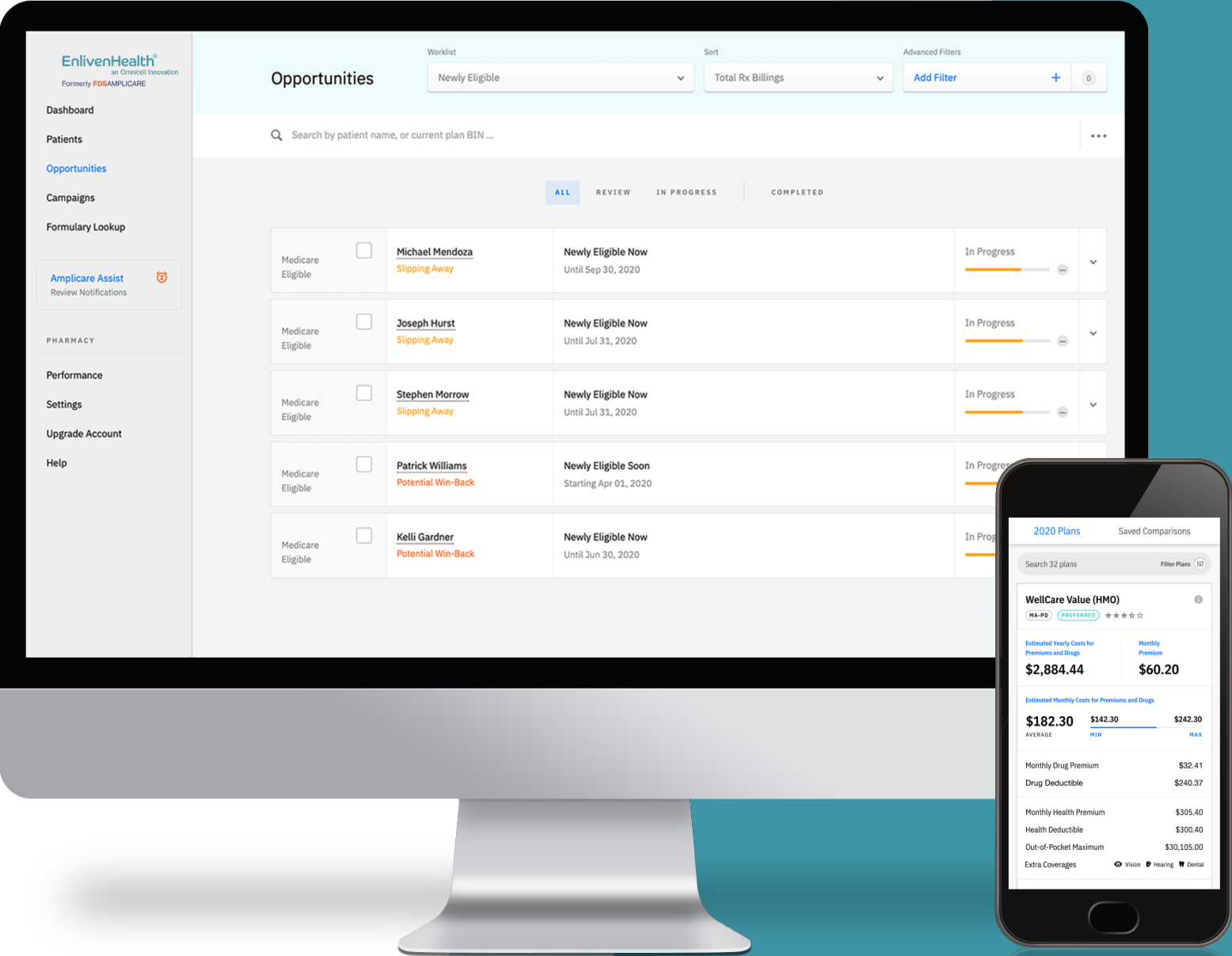
- Pharmacies using EnlivenHealth will be able to activate automated text messages during Medicare Open Enrollment and to newly eligible patients. The content is pre-populated for your pharmacy and ready to go.
- Messages can be sent during the Annual Enrollment Period (AEP) for all Medicare-eligible patients and/or the Initial Enrollment Period (IEP) for newly eligible patients.
- Medicare-eligible patients will receive communications on your behalf to access EnlivenHealth's Navigate platform with an Enroll ID.
- Your patients will always have the option to easily consult with you before picking any plan.
- Your pharmacy will also have access to free marketing materials in the EnlivenHealth platform to help you get the word out to patients.

EnlivenHealth will help you spread the word to patients about the plan comparison services you offer at your pharmacy, including a go-to enrollment portal with an optimized digital experience. Whether your patients are newly eligible or current Medicare patients looking to shop for or switch plans, EnlivenHealth is always easy to use and provides full transparency for your pharmacy.

# Annual Enrollment Success with EnlivenHealth

Medicare Open Enrollment presents many unique challenges every year. Does your pharmacy have the tools to succeed this fall? EnlivenHealth's tailored solution offers the resources you need to ensure you're providing the best care possible all while increasing your bottom line.

- ✓ Comprehensive plan comparisons to guide current patients and attract new ones year-round
- ✓ Cost estimates for patients and DIR estimates for the pharmacy
- ✓ Real-time notifications to help mitigate prescription side effects and non-adherence
- ✓ Formulary Lookup for medication comparisons across formularies
- ✓ Improved efficiency to free up time for patient consultations
- ✓ Doctor Lookup to confirm network status for your patients' doctors directly in EnlivenHealth





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## About EnlivenHealth<sup>®</sup>

EnlivenHealth<sup>®</sup> 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 acquisitions of FDS Amplicare and MarkeTouch Media, EnlivenHealth<sup>®</sup> 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<sup>®</sup>/FDS Amplicare/MarkeTouch Media technology solutions.

EnlivenHealth<sup>®</sup> 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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