

## Discover a Better Way to Retain Patients, Increase Revenues & Lower DIR Fees

# THE PROBLEM

Did you know that you are at risk of losing some of your most valuable patients?



Medicare's annual enrollment period happens once a year — and also continuously as patients age into Medicare. This means your highest value patients might choose a plan that is out of your pharmacy's network.

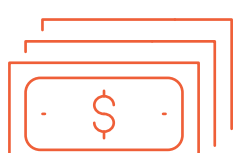
In fact, your patients may be searching for a lower cost plan and be unaware that by changing plans they might have to shift pharmacies. It's also likely that many of those patients are unaware of other available plan options which would meet their healthcare and financial needs and keep them within your pharmacy.

## Impact To Your Pharmacy



### Valuable Medicare Patients

Approximately 20% of your pharmacy patients are enrolled in a Medicare plan.<sup>1</sup>



### Revenue

Medicare patients use an average of 48 medications per year<sup>2</sup> and make up a significant amount of pharmacy revenue. In a new national survey of pharmacists, 70% of pharmacists say a third or more of their pharmacy revenue comes from Medicare-eligible patients.<sup>3</sup>

# THE OPPORTUNITY



The good news is that Medicare-eligible patients want and need help with the complex and stressful decision of choosing the right plan. Plus, Medicare is a growing segment that gives you the opportunity to secure and serve new patients.

10k

People a day  
turn the age of 65<sup>4</sup>

47%

People say they  
want help choosing  
a Medicare plan

80%

People are not on the  
most cost-effective  
Medicare plan

Providing a value-added service such as Medicare plan comparison support can strengthen your role as a trusted healthcare provider, while enhancing patient retention, increasing pharmacy revenues and lowering DIR fees. **Consider this:**

30%

of patients are more likely to stay with a pharmacy that performs a Medicare plan comparison for them<sup>5</sup>

over  
50%

of pharmacists reported their patients were concerned about increased drug copays for Medicare Part D plans as well as the overall cost of the plans<sup>6</sup>



Medicare plan comparisons offer a way for pharmacies to mitigate their DIR risk by making sure patients are on the best plan for their needs, which can improve adherence.

## Barriers to Taking Advantage of This Opportunity:

Pharmacists' Time

69%

of pharmacists say administrative tasks interfere with providing care<sup>6</sup>

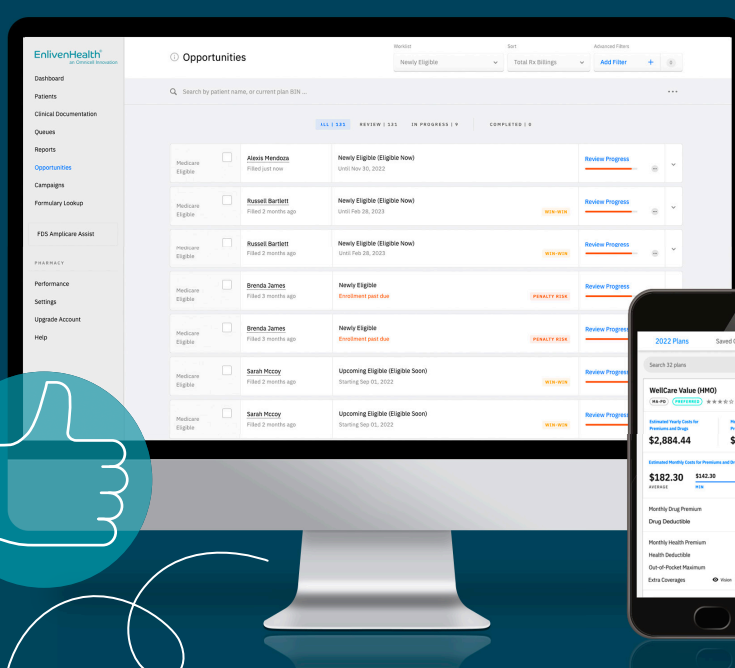


The Right  
Tools and  
Technology



# THE SOLUTION

## Medicare Match From EnlivenHealth®



EnlivenHealth's Medicare Match is the industry-leading suite of Medicare plan comparison and selection solutions that empower pharmacies to efficiently help high-value patients choose the Medicare plan that's right for their healthcare needs and budget. It's all about keeping your patients healthy, happy and loyal to your pharmacy.

Medicare Match offers the ultimate flexibility so you can decide which solution, or combination of solutions, is right for you. Choose from options that empower patients to find a plan on their own or ones that require minimal staff involvement.

## Medicare Match Suite from EnlivenHealth:

### MEDICARE MATCH PLAN FINDER PLATFORM

CMS-approved plan finder platform enables pharmacies to deliver a successful plan comparison service

### WIN-WIN TARGETED ANALYSIS & REPORTING

Identifies patients who stand to benefit the most, optimizes campaign effectiveness and maximizes pharmacy revenue

### WIN-WIN MESSAGING

Targets patients with out-of-network plan changes and provides plan options and savings opportunities via NavigateMyCare.com

### MEDICARE MESSAGING

Allows pharmacy to initiate personalized campaigns via mobile app, voice, or SMS text to alert individuals of Medicare plan opportunities

### NAVIGATEMYCARE.COM

Our patient-focused plan finder portal empowers patients to find the 'perfect match' plan on their own

## Using Medicare Match, our pharmacy partners have achieved significant results:

Realized a  
200%

per patient profit increase  
for select  
opportunities<sup>7</sup>

Generated up to  
\$300k

in patient savings at  
one pharmacy

Increased  
patient engagement by  
45%

and drove a response  
rate of  
20%

Increased  
patient interventions by  
50%

Decreased DIR fees by  
\$10k+

in one year<sup>8</sup>

## Key benefits you can expect for your pharmacy:



Grow Your Pharmacy Business



Increase Medication Adherence



Decrease DIR fees



Build Patient Relationships



Enhance Care



Increase Revenue



To learn more about Medicare Match from EnlivenHealth® visit [enlivenhealth.co](https://enlivenhealth.co) or call 877-776-2832 to schedule a demo.