

EnvisionSpecialty Pharmacy Engages 60% of Patients and Streamlines Refill Assessments with MHALink™ Powered by Citus Health



With increasing challenges in gaining access to new therapies from limited drug distribution networks, implementing value-based care initiatives continues to be a top priority for specialty pharmacies. Manufacturers are looking for specialty pharmacies to demonstrate an innovative and collaborative approach to patient care that results in high patient satisfaction and outcomes. These challenges, coupled with the increased patient demand for real-time electronic communication, and a cumbersome refill assessment process, led Ohio-based EnvisionSpecialty Pharmacy to look for a technology solution that could help ensure a high-touch, patient-centric approach to their operations.

The Right Patient Communication and Staff Collaboration Solution

Due to the expediency required to ensure timely refills as well as the importance of maintaining adherence rates, EnvisionSpecialty needed to implement a real-time, HIPAA-compliant digital solution that would enable them to streamline processes without sacrificing its high level of patient support and engagement. EnvisionSpecialty also sought a partner that could also offer integration with its current operating platform to ensure data sharing between the systems.

“Today’s patients are on the go with little time to take phone calls. In 2019 we averaged about six requests per month for a way to refill and communicate with the Pharmacy online or via text. To grow our business and deliver the level of service we are committed to, we knew it was critical for us to offer a patient engagement solution that would allow patients and caregivers anytime, anywhere access to our staff.”

ENVISIONSPECIALTY

A DIVISION OF ENVISION PHARMACIES

ABOUT ENVISIONSPECIALTY

EnvisionSpecialty's dedication to the patient is what sets them apart. Beyond simply dispensing the medication, EnvisionSpecialty offers a high-touch, personalized care experience for all patients. Through pharmacy-driven utilization reviews, assessments prior to the first delivery and targeted interventions throughout treatment, their clinicians are engaged with both the patient and the physician care team to ensure optimal therapy management and care coordination. As a nationally recognized ACHC and URAC-accredited specialty pharmacy, EnvisionSpecialty brings care, convenience, and expertise directly to the patient with a comprehensive care model.

“During our review process, it quickly became apparent that one solution stood out, MHALink powered by Citus Health. The platform not only had the digital messaging capabilities we were looking for but offered ready-built integration to our operations system, and robust reporting that would enable us to provide critical data to our partners.”

**– MISTY WILLARD, PHARMD, R.PH., DIRECTOR,
SPECIALTY OPERATIONS, ENVISIONSPECIALTY**

Roadmap to a Successful Implementation

To ensure the successful rollout of MHALink powered by Citus Health, EnvisionSpecialty took a phased, multi-touch approach to ensure optimal adoption by both staff and patients. Using the existing training materials, including videos and documentation available in the Education Center, EnvisionSpecialty was able to quickly create staff and patient onboarding programs for both App training and the new refill assessment process. EnvisionSpecialty was able to onboard its call center staff of 35 people within just two weeks.



"Because of the depth of materials already available and the ease of use, it took three days at most for each staff member to reach a high comfort level with using the platform," added Willard.

The initial priority for EnvisionSpecialty was to improve the refill assessment process by reducing the number of calls needed and the response time to get assessments completed by patients. EnvisionSpecialty leveraged the Messaging Center, Education Center and more within MHALink powered by Citus Health, as well as launched a well-planned marketing program to promote the solution to its patients and partners. Using the Education Center within the platform, EnvisionSpecialty provided training materials to both patients and staff on how to use the App. During the routine refill process, staff were also required to ask patients if they would like to opt-in to using the new electronic refill assessment available via MHALink.

If patients didn't opt-in initially, staff would ask again the following month. EnvisionSpecialty also created a buck-slip that went out with each patient delivery to promote the new digital communication capabilities and how-to sign-up for the new solution. In addition, during quarterly reviews with their affiliated PBMs, payers, and manufacturers the EnvisionSpecialty team provided an overview of the platform and the new capabilities it would allow them to provide to staff and patients.

"This approach to rolling out the platform coupled with what was readily available within MHALink powered by Citus Health has enabled us to achieve significant adoption in just a few short months," commented Willard. "We currently have 60% adoption of the platform with 80% of patients actively engaged. Plus, our partners and manufactures were excited to learn about this enhancement to our patient communications and are eager to see the results."

Empowering Staff and Patients with Real-Time Communication Yields Results

EnvisionSpecialty initially implemented MHALink powered by Citus Health in order to streamline their refill process and automate workflows with HIPAA-compliant, secure, messaging tools, electronic forms, and eSignatures.

STREAMLINING AND AUTOMATING WORKFLOWS

 **60%** PATIENT ADOPTION IN JUST A FEW MONTHS

 **4.5** AVERAGE HOURS FOR PATIENTS TO RETURN ASSESSMENTS

 **3** MINUTES TO COMPLETE REFILL ASSESSMENTS



To date, EnvisionSpecialty has been able to reduce the average time for patients to return assessments from days down to an average of 4.5 hours. Refill assessments now only take an average of three minutes to complete with MHALink powered by Citus Health yielding a 50% reduction in time for the activity. Prior to launching the platform, the pharmacy was receiving on average six comments per month requesting digital communication tools. Since launching in October 2019, the pharmacy has received zero comments about the need for a more comprehensive service offering.

The platform has also proven to benefit EnvisionSpecialty beyond their original goals. By leveraging the platform's Education Center and Messaging Center, the Pharmacy has been able to confirm that patients utilizing the MHALink powered by Citus Health exhibit an average medication adherence 4.5% higher versus the entire patient population, adding to the organization's already high average adherence rate of 90% or above for all therapeutic categories.

"Our organization is deeply committed to delivering the highest levels of patient care. With the platform we are reaching even greater heights of patient service and further establishing the value-based care that our patients and partners have come to expect from EnvisionSpecialty. We are very impressed with the results we have already achieved with the help of MHALink powered by Citus Health, and we look forward to extending the platform across all aspects of our business."

**- MISTY WILLARD, PHARM.D, R.PH., DIRECTOR,
SPECIALTY OPERATIONS, ENVISIONSPECIALTY**

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About Citus Health

Citus Health is a digital health transformation leader that enables real-time, secure collaboration between patients, care teams, care partners, and family members to optimize the patient experience and positively impact the financial outcome of the care provider. Founded by a post-acute care nurse with domain expertise, and internationally recognized med tech expert, Citus Health delivers the only comprehensive on-demand digital and mobile solution set that transforms archaic processes to set a new standard of patient care and engagement. For more information, visit citushealth.com.

About MHA

Managed Health Care Associates, Inc. (MHA) is a leading health care services and software company that offers a growing portfolio of services and solutions to support the diverse and complex needs of the alternate site health care provider. MHA provides expertise in Group Purchasing, Managed Care and Payor Contracting, Reimbursement Management, Specialty Pharmacy Solutions, Pharmaceutical Data Analytics, Consultant Pharmacy Software and Legislative Advocacy. Through the delivery of innovative health care services and solutions, MHA helps Members increase operational efficiency, maximize business growth and provide optimum care for their patients. For more information, visit www.mhainc.com.

About MHALink™ powered by Citus Health

MHALink™ powered by Citus Health is a secure, HIPAA-compliant automated workflow and patient support platform that improves operational efficiencies and streamlines communications with patients, caregivers, and referral sources. The platform solves many of the day-to-day challenges faced by specialty and infusion pharmacies by replacing time-intensive phone and paper-based processes with more efficient digital and mobile communications.