Pharmacy Access Office Hours

March 17, 2022

Focus Topic: Increasing Your In-House Capture Rate & Med Sync
Everyone Deserves Great Care

Keith Sinay
Vice President Pharmacy Services
Overview of HealthPoint
Located in the Western Region of Washington State

Clinic
- 111,560 Unique Patients
- 212,351 Medical Visits
- 57,365 Dental Visits
- 19 Service Locations
- Services
  - Medical
  - Dental
  - Behavior Health
  - Pharmacy
  - Case Management
  - Social Services
  - MAT
  - HIV prevention

Pharmacy
- 30,182 unique patients
- 9 pharmacies co-located
- Central Refill
- Call Center
- 1 specialty pharmacy
- 274,000 scripts annually
- $28.6 million revenue
- $14.8 million operating margin
- 4 Clinical Pharmacist
Strategic Focus Initiatives

- Mail and Home Delivery
- Specialty Pharmacy
- Patient Engagement
- Medication Synchronization
Mail and Home Delivery

Why did we do it?

- Remove barriers to using our pharmacies
Mail/Home Delivery

- Patient survey’s
- Initiated in 2016
- Provide free USPS
- Free same day and next day added in 2019
  - ScriptDrop
  - FedEx
  - Nimble
Results

Benefits
- Convenience
- Adherence
- Retention

“We can’t be Starbucks, but we can be Amazon”

Free Home Deliveries
- $10.07/stop
- 156 in 2020
- 1,512 in 2021
- Projected 2,412 in 2022*

278 Prescriptions per day
- $2.25 Average cost/Rx

RX Mail Delivery
- 22,056 in 2016
- 28,250 in 2017
- 32,691 in 2018
- 33,940 in 2019
- 57,931 in 2020
- 67,075 in 2021
Next Steps

▪ Add Internal Courier Delivery
  - Driver/Vehicle
  - Prioritize Specialty

▪ Process Improvement
  - Improve Efficiency
  - Leverage Technology

▪ Continue Internal/External Marketing
  - Patients/Providers still unaware
Specialty Pharmacy

Why did we do it?
  - Diversify and Grow Revenue Stream
Specialty Pharmacy

- Initiated in 2015
- Partner with Community Health Plan of Washington
- Started with Hep-C Clinic
Business Proposal

- Start a Separate Licensed Specialty Pharmacy

- Investment
  - Accreditation
  - Staff
  - IT infrastructure
  - Facilities Design
Build Business Plan

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HealthPoint
Everyone Deserves Great Care
Specialty Pharmacy Development

- 2019 launched HealthPoint Specialty Pharmacy
- Separate NPI/NCPDP- (Specialty Pharmacy)
- Co-located in Central Fill Pharmacy
- Separate Pharmacy Dispensing Software - Patient Management Software (Asembia1)
- Insurance Contracts
- New Job Descriptions
- Hired 1 Pharmacist/1 Technician
- Initiated Accreditation Process
Results

Revenue

Millions

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
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<tbody>
<tr>
<td>Revenue</td>
<td>$6.08</td>
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Rx Filled

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<th>Year</th>
<th>2019</th>
<th>2020</th>
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<tr>
<td>Rx Filled</td>
<td>854</td>
<td>1,745</td>
<td>2,022</td>
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Patients

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patients</td>
<td>136</td>
<td>172</td>
<td>256</td>
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</tbody>
</table>

HealthPoint
Everyone Deserves Great Care
Next Steps

- HealthPoint Employees Rx Benefit
- Local Employer Rx Benefit
- MCO allowing HP Patients in Network
  - January 1st negotiated Coordinated Care
  - Acaria
- Adding Assistants/Technician
Patient Engagement Specialist

Why did we do it?

- Generate Revenue
Patient Engagement Specialist

- Modeled after Equiscript
- Pilot 2019-2020
- Plan partners gave claims data
  - Targeted patients assigned to HP that do not use a HealthPoint pharmacy.
# Claims Data

<table>
<thead>
<tr>
<th>Date</th>
<th>NDC-1</th>
<th>Drug Label</th>
<th>Ingredient Cost</th>
<th>Dispensing Fee</th>
<th>Member Cost</th>
<th>Plan Cost</th>
<th>Days of Therap</th>
<th>Quan</th>
<th>Pharmacy Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/22/2021</td>
<td>00131274735</td>
<td>VIMPAT 100 MG TABLET</td>
<td>$2,924.87</td>
<td>$0.35</td>
<td>$0.00</td>
<td>$2,925.22</td>
<td>30</td>
<td>180</td>
<td>RITE AID #5190</td>
</tr>
<tr>
<td>3/19/2021</td>
<td>00131274735</td>
<td>VIMPAT 100 MG TABLET</td>
<td>$2,924.87</td>
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<tr>
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<td>$0.35</td>
<td>$0.00</td>
<td>$2,925.22</td>
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<td>2/1/2021</td>
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<td>XOFANAN 550 MG TABLET</td>
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<td>XOFANAN 550 MG TABLET</td>
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<td>63402003830</td>
<td>LATUDA 80 MG TABLET</td>
<td>$2,811.28</td>
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<td>63402003830</td>
<td>LATUDA 80 MG TABLET</td>
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<td>$0.10</td>
<td>$0.00</td>
<td>$2,811.38</td>
<td>30</td>
<td>60 FRED MEYER PHARMACY #053</td>
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<td>3/5/2021</td>
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<td>INVEGA SUSTENNA 234 MG/1.5 ML</td>
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<td>GENOA HEALTHCARE</td>
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<tr>
<td>1/27/2021</td>
<td>50458056401</td>
<td>INVEGA SUSTENNA 234 MG/1.5 ML</td>
<td>$2,790.66</td>
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<td>GENOA HEALTHCARE</td>
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# Tracking Form

<table>
<thead>
<tr>
<th>Member #</th>
<th>First</th>
<th>Last</th>
<th>DOB</th>
<th>Gender</th>
<th>Annualized Margin</th>
<th>ELIGIBLE</th>
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<th>NOT ELIGIBLE</th>
<th>NOTES</th>
<th>AGREE TO TRANSFER</th>
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<tr>
<td>723179064</td>
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<td></td>
<td>10/9/1982</td>
<td>M</td>
<td>$38,448</td>
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<td>716979755</td>
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<td>12/22/1970</td>
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<td>7/16/1957</td>
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<td>OUTSIDE PCP</td>
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<td>727458281</td>
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<td></td>
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<td>HASN'T SEEN HP PROVIDER SINCE 2018</td>
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<td>3/7/1989</td>
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<td>$25,181</td>
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<td></td>
<td>HAS ONLY SEEN URGENT CARE PROVIDER</td>
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<tr>
<td>728567897</td>
<td></td>
<td></td>
<td>1/13/1975</td>
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<td>$24,729</td>
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<td>$24,208</td>
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## Pilot Results

<table>
<thead>
<tr>
<th>Plan</th>
<th>2020-Results of Pilot</th>
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</thead>
<tbody>
<tr>
<td>Amerigroup MCO</td>
<td>$ 452,732</td>
</tr>
<tr>
<td>CHPW Medicare</td>
<td>$ 110,607</td>
</tr>
<tr>
<td>Health Homes</td>
<td>$ 315,392</td>
</tr>
<tr>
<td>Molina</td>
<td>-</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$ 878,732</strong></td>
</tr>
</tbody>
</table>
Next Steps After Pilot

SBAR – Pharmacy Engagement Specialist

Submitted by: Katya Kavniski and Keith Sinay
Date: 3/10/2021

Background:

Patients assigned to HealthPoint through Medicaid Managed Care and Medicare plans have a choice in who they use for pharmacy services. Even though they are assigned to HealthPoint, they are not compelled to use our pharmacies. There are many attributes to using HealthPoint pharmacies that are often not recognized by patients or providers with “convenience” being the primary influencing attribute rather than improved care, outcomes and service.

Being an integrated healthcare network, it is our belief that having patients use our pharmacies allows for an increased ability to manage overall care to help improve outcomes. Changes in the reimbursement models from fee for service to value based contracting and outcome incentives as forms a payment, makes it more important to be able to affect, monitor and control the total cost of care while improving outcomes, especially as it relates to medication management.

It is the organizational effort to promote and use HealthPoint pharmacies to help improve patient
Develop Job Description
Patient Engagement Specialist (PES)

JOB DESCRIPTION

JOB TITLE: Pharmacy Engagement Specialist       DEPARTMENT: Pharmacy

FLSA STATUS: Non Exempt                        GRADE:

POSITION SUMMARY

Position will coordinate, monitor, and follow-up with patients for the purpose of ensuring a seamless, positive patient experience as patients transfer to HealthPoint pharmacy from another pharmacy. The essential job function also includes performing outreach activities to patients that are assigned by Medicaid/Medicare to HealthPoints primary care services but do not use HealthPoint pharmacies for their prescription needs. This position will also focus on service recovery to periodically review and
Workflow/Monitoring Database
Results - Thru 10/15/2021

Annualized Value

- 2020: $878,000
- 2021: $1,212,458
- Projected 2022: $1,655,126
Next Steps

- Refine/Improve Data Collection

- Expand scope
  - Transferred out
  - Providers sending scripts outside HP
  - Test providing service to other local CHC’s
  - Account Manager/Concierge
Med Sync

Why did we do it?

-Providers and patients
Program Journey

- Began accessing a formal program
- Patient need
  - Over 1,000 patients assigned to HP with 5 or more meds
- Researched trends
- Modeling - Centralized/Decentralized?
- Started program fall 2014
Growth Trends

Patients on Med Synch

<table>
<thead>
<tr>
<th>Year</th>
<th>Patients</th>
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<tbody>
<tr>
<td>2014</td>
<td>40</td>
</tr>
<tr>
<td>2015</td>
<td>50</td>
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<tr>
<td>2016</td>
<td>75</td>
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<tr>
<td>2017</td>
<td>152</td>
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<tr>
<td>2018</td>
<td>225</td>
</tr>
<tr>
<td>2019</td>
<td>314</td>
</tr>
<tr>
<td>2020</td>
<td>419</td>
</tr>
<tr>
<td>2021</td>
<td>434</td>
</tr>
</tbody>
</table>
Initial Challenges

- Developing Efficient Workflow Process
  - Manual at first
  - Tried new online platform
    - Prescribed Wellness
    - QS1 HealthMinder
    - LibertyRx

- Change Management
  - Need staff buy in
  - Trusting a process
  - Need dedicated staff
Advantages

- Improve Workflow
- Improve Inventory Management
- Retention
  - Providers were sending out
- Quality Measures
  - Star Ratings
  - Payor
Lessons Learns

- Anticipate pushback from staff
- Create an efficient process
- Have rules on eligibility
- Cross train staff
- Track metrics
Next Steps

- Optimize new process with Liberty
- Review eligible patient’s criteria
- Marketing
  - Providers
  - Patients
  - Plans
- Adding Pouch Packaging
Pouch Packaging

<table>
<thead>
<tr>
<th>% Capture</th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
<th>25%</th>
<th>30%</th>
<th>35%</th>
<th>40%</th>
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</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$975,465</td>
<td>$1,463,198</td>
<td>$1,950,930</td>
<td>$2,438,663</td>
<td>$2,925,396</td>
<td>$3,414,128</td>
<td>$3,901,861</td>
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<tr>
<td>Est. Margin</td>
<td>$536,506</td>
<td>$804,759</td>
<td>$1,073,012</td>
<td>$1,341,265</td>
<td>$1,609,518</td>
<td>$1,877,770</td>
<td>$2,146,023</td>
</tr>
</tbody>
</table>

Annualized Revenue and Net Margin By Capture Rate for Patients with 5 or more prescriptions

Est. % Net Marg 55%
Thank You!

Keith Sinay
Ksinay@healthpointchc.org
Q&A

Submit focus topic ideas to bljones@nachc.org or tmallett@340Basics.com

*Evaluations will be sent to attendees following the session*
Upcoming Events:

*NACHC COVID-19 Vaccine Mandate Office Hours: Are You Ready for an On-site Survey?: March 31st 2-3pm ET

*Cultivating Health Center Operations Training: April 19-20th (Virtual); Registration is OPEN!
ARE YOU LOOKING FOR RESOURCES?
Please visit our website www.healthcenterinfo.org