



Is 2024 the Year of the Pharmacist?

Harnessing the Potential of Pharmacy Interoperability & Advanced Practice



Agenda

The Evolving Regulatory Landscape of
Healthcare

Trends in API Use and Patient Access

Trends in Network-Based Exchange

Interoperability in Pharmacy Practice

Evolving Pharmacy Business Processes

Considerations Moving Forward

Who Is Point-of-Care Partners?

We Are THE Nation's Leading Technology, Data Standards and Interoperability Consultants



Who We Are...

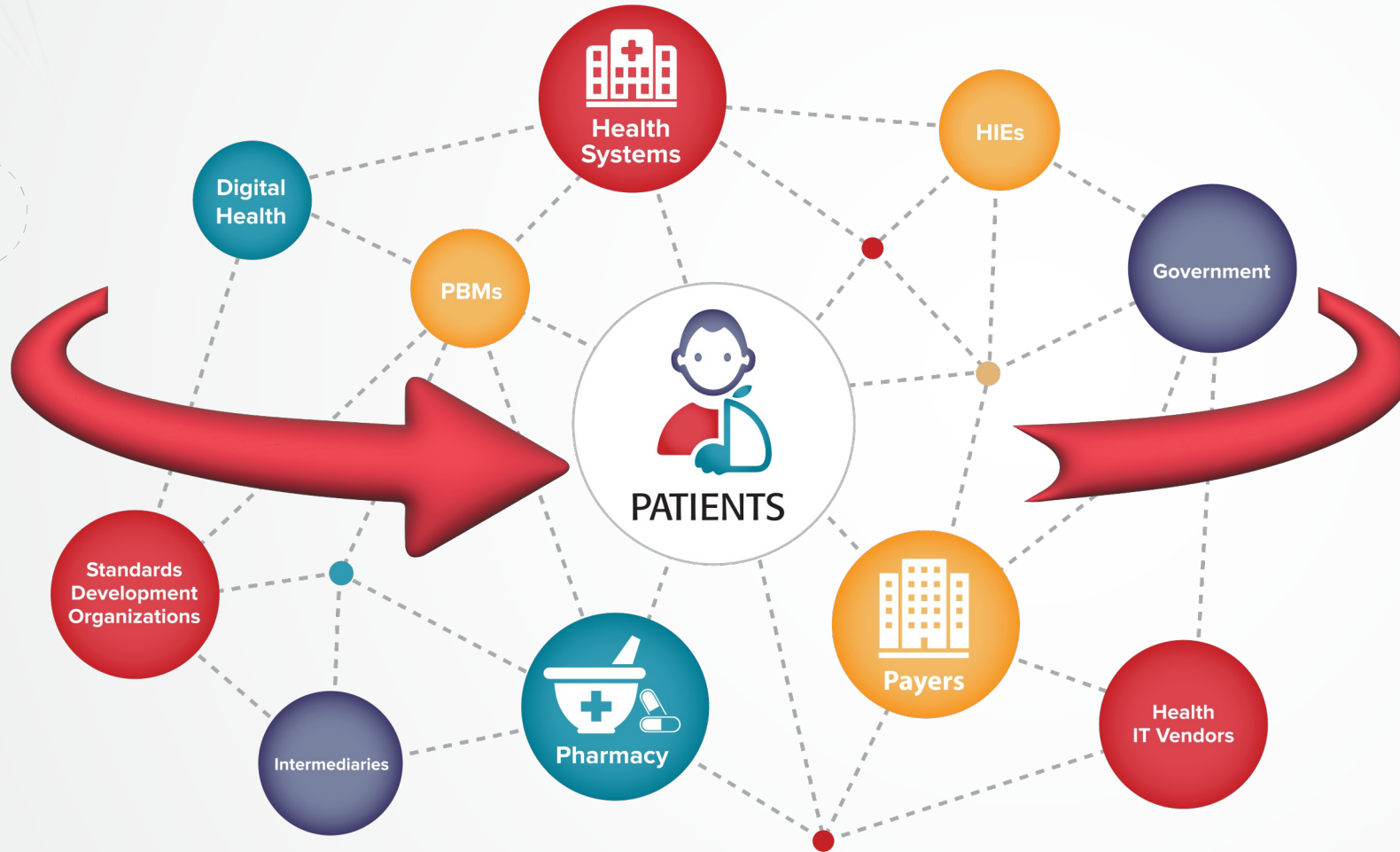
- **National, virtual, consultancy** since 2002 (35+ states, 110+ Associates) focusing on healthcare critical topic areas across the Payer, Delivery, Health IT Vendor, HIE, Government, and Pharma ecosystem
- POCPC associates are widely respected national experts, most having > **15-30 years** experience in health IT
- Engaged and leadership roles with **Standards bodies, Accelerators & Industry Orgs** including HL7, NCPDP HIMSS, Da Vinci, FAST, Gravity, and numerous others



What We Do...

- We go deep into critical topic areas like
 - Interoperability
 - Pharmacy – interop, specialty automation, advance clinical practice
 - Artificial intelligence
 - Health equity
 - Health IT policy
- Strategy and value engagements
- Interoperability roadmaps (establishing and adjusting)
- Product launch & new market evaluations
- Development of standards and strategy for implementation
- Automations of prior authorization, RTBC, Specialty Enrollment, REMS
- Program & project management and use case lead role(s)

Leveraging Our 360° View to Transform Health IT Through Collaboration & Strategic Solutions



- Successful transformation requires a well-researched & documented strategy and execution roadmap
- Understanding various stakeholder perspectives provides a holistic approach to strategy development
- How will you handle Interoperability needs such as:
 - *Clinical Data Exchange?*
 - *Price Transparency?*
 - *Social Determinants of Health?*
 - *Patient Data Redirection?*
 - *Value-based Care?*

Speakers



Kim Boyd
Senior Consultant
Regulatory Resource Center Lead



Pooja Babbrah
Pharmacy & PBM Practice Lead



The Evolving Landscape of Healthcare

Regulatory Journeys and the Expanding Role of Pharmacists

Impact Direction of Health & Human Services (HHS)

Understand stance and influence current client and prospects government relations teams



HHS and CMS Leadership

- Payers and providers have a wide variation in support of CMS and ONC regulatory action
 - Various stakeholders are driving change in patient-specific health data exchange and automation, patient consent and privacy regulation, and certification programs vs compliance check the box organizations that behave like regulation is “happening to them”
- Identify public footprint to assess positions on Interoperability, specific use cases and breakdown/focus by Line of Business
- More education on larger ecosystem move to patient driven digital economy and patient-centric data sharing



CMS Office of Burden Reduction and Health Informatics (OBRHI)

Advancement of Payer and Hospital patient-specific health data exchange and automation, price transparency through regulation

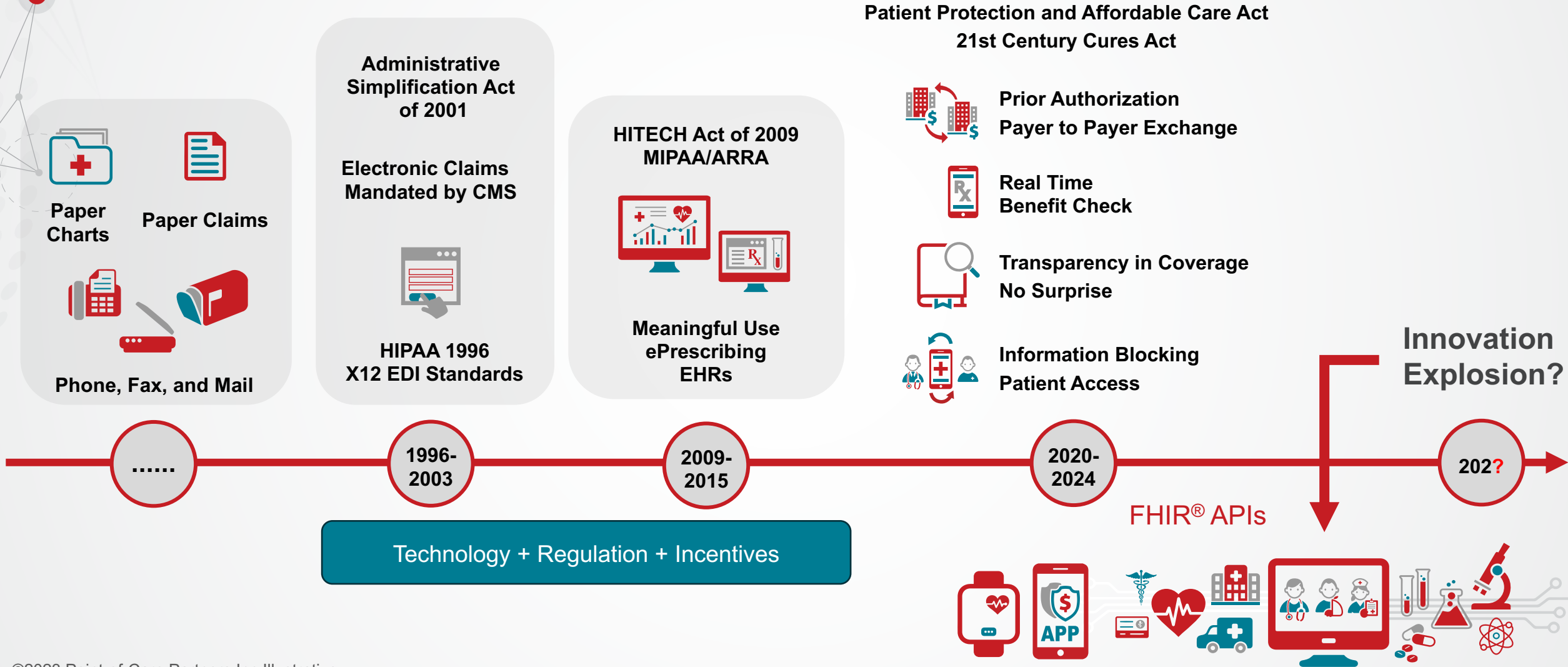


Office National Coordinator - ONC

Advancement of Provider and Vendor patient-specific health data exchange and automation through regulation and certification

Further Education Opportunity

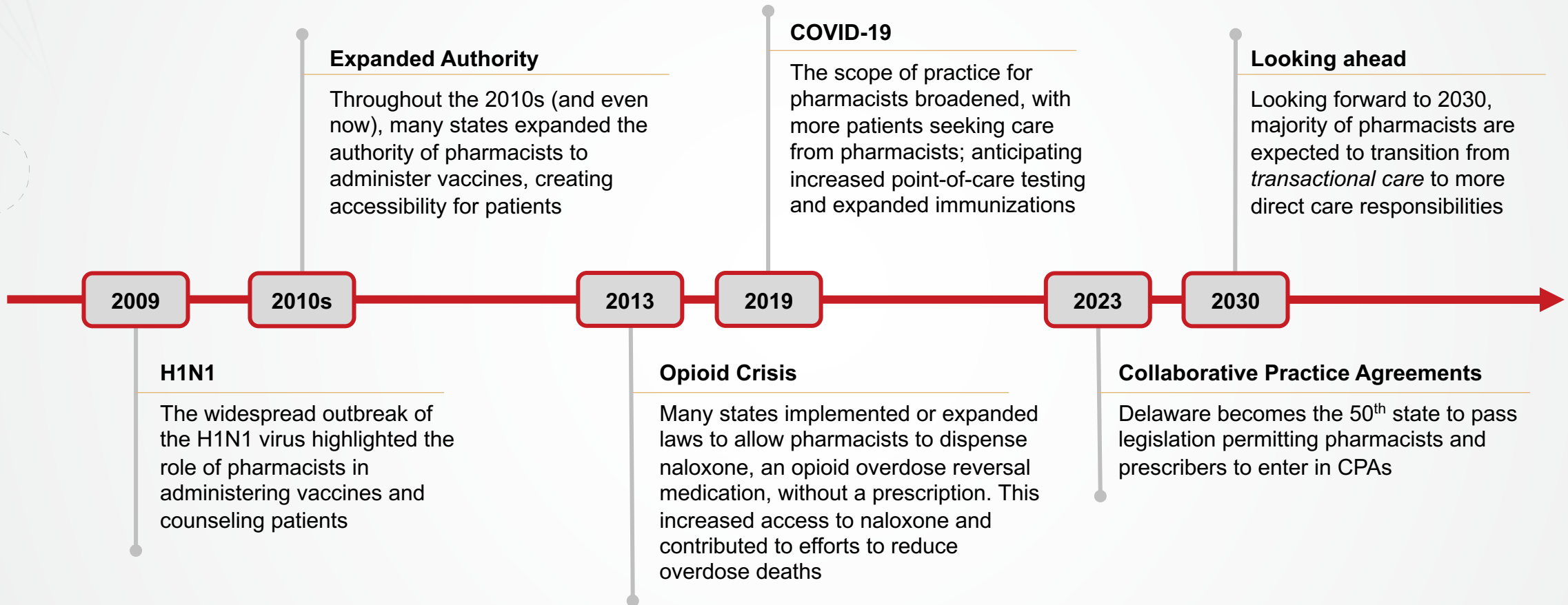
Evolution of Healthcare “Interoperability”



Business Transformation: Healthcare on FHIR



Expanding Role of Pharmacists: Policy Changes and Expanded Roles



<https://www.pharmacytimes.com/view/featurefocusvaccinations-0110>
[https://www.researchgate.net/publication/334173583 Pharmacy Practice and Its Research Evolution and Definitions](https://www.researchgate.net/publication/334173583_Pharmacy_Practice_and_Its_Research_Evolution_and_Definitions)
<https://www.fda.gov/media/148538/download>

<https://www.pharmacytimes.com/view/pharmacists-rise-to-the-challenge-of-expanded-roles>
<https://www.pharmacist.com/Publications/Pharmacy-Today/Article/collaborative-practice-now-allowed-in-all-50-states>
<https://www.policymed.com/2022/03/pharmacists-role-to-expand-over-the-next-decade.html>

Expanding Role of Pharmacists: Impact on Patient Access



Industry and policy changes have helped to **improve patient access** to healthcare services, especially in rural or underserved areas



Patients can now receive immediate care for minor ailments, **reducing hospital visits**



The adoption of telepharmacy has extended the reach of pharmacists, allowing them to provide **consultation, medication management, and health services remotely**

"Expansion of pharmacist roles and collaborative relationships targets enhancement of overall healthcare coordination, increased patient access to care, improved quality and disease and therapy management." Snyder, M.E., Zillich, A.J., Prietula, M. et al. Exploring Successful Community Pharmacist-Physician Collaborative Working Relationships Using Mixed Methods. Innov Pharm. 2010;1(2): Article 16. <https://pubmed.ncbi.nlm.nih.gov/22247890/>

Expanding Role of Pharmacists: Effect on Core Business Practices



The expanded roles have necessitated changes in **core business practices**



Pharmacies have had to **adapt their business models** to accommodate these services, impacting staffing, workflow, and revenue streams



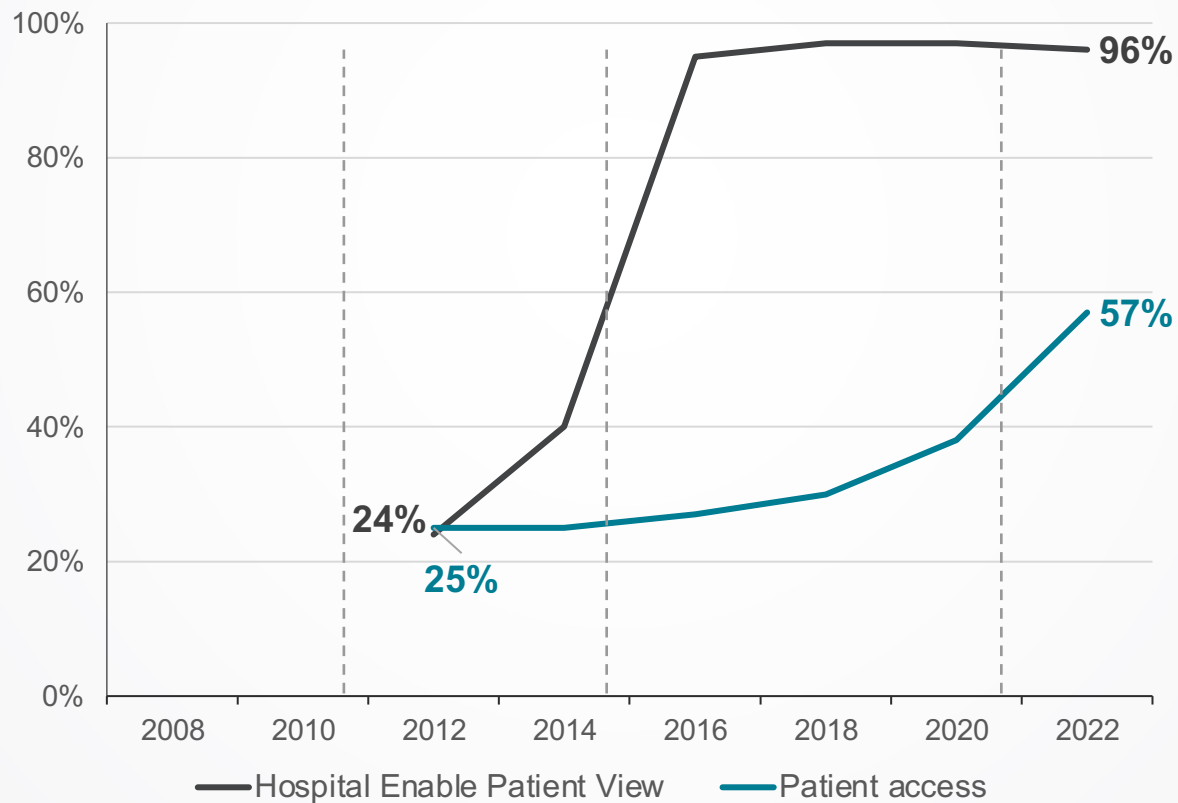
Additional training and certification requirements



Trends in API Use and Patient Access

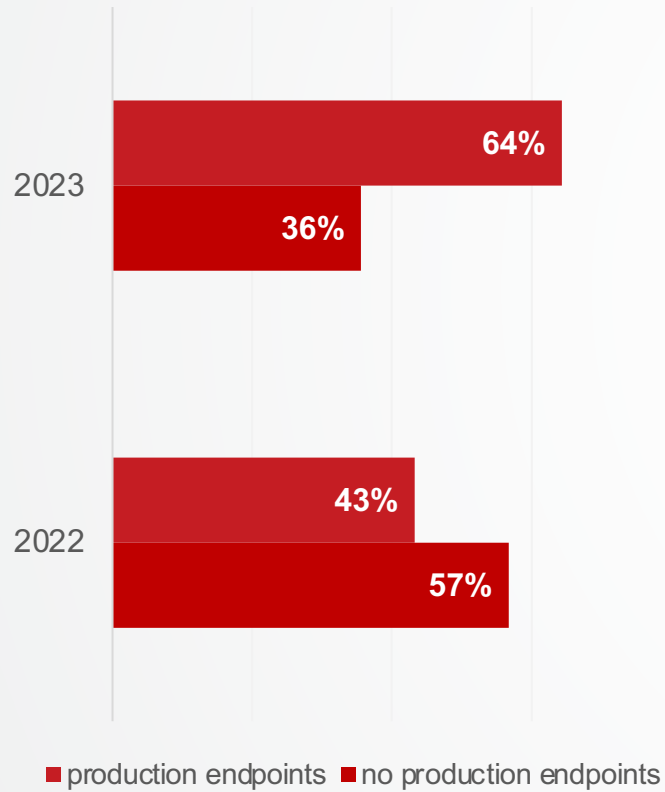
Interoperability and Patient Access

Percent of Americans Reporting They Access Their Medical Record Online



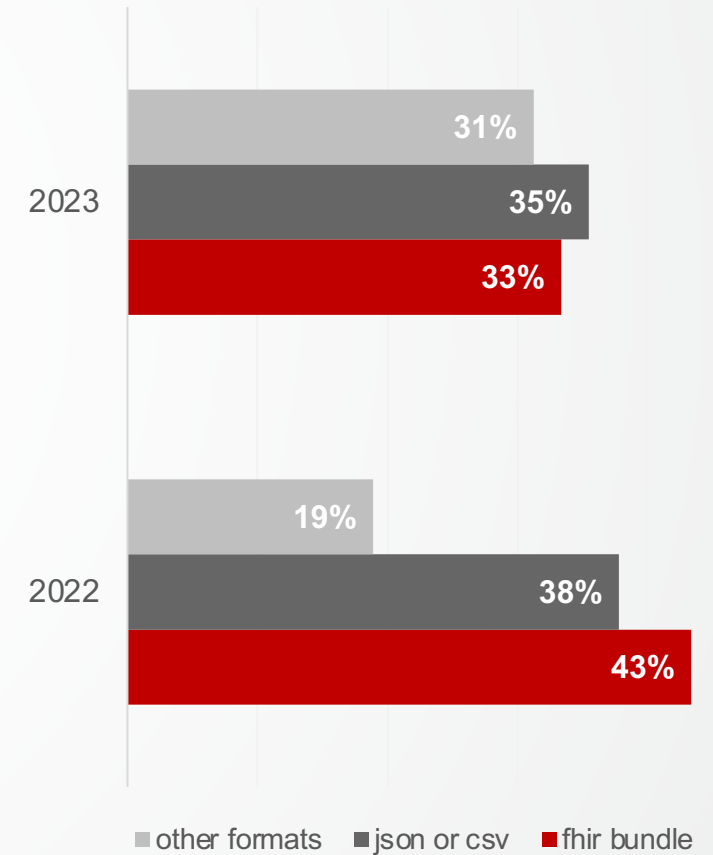
64% of Certified APIs in Production for at Least 1 Endpoint

% of certified APIs in production



- As of this meeting, there are about 30,000 unique API endpoints discoverable through CHPL
 - 85% of these are from 10 certified API developer lists
- Since end of 2022, more endpoints have come online with varied publication format

% of endpoint lists in data format



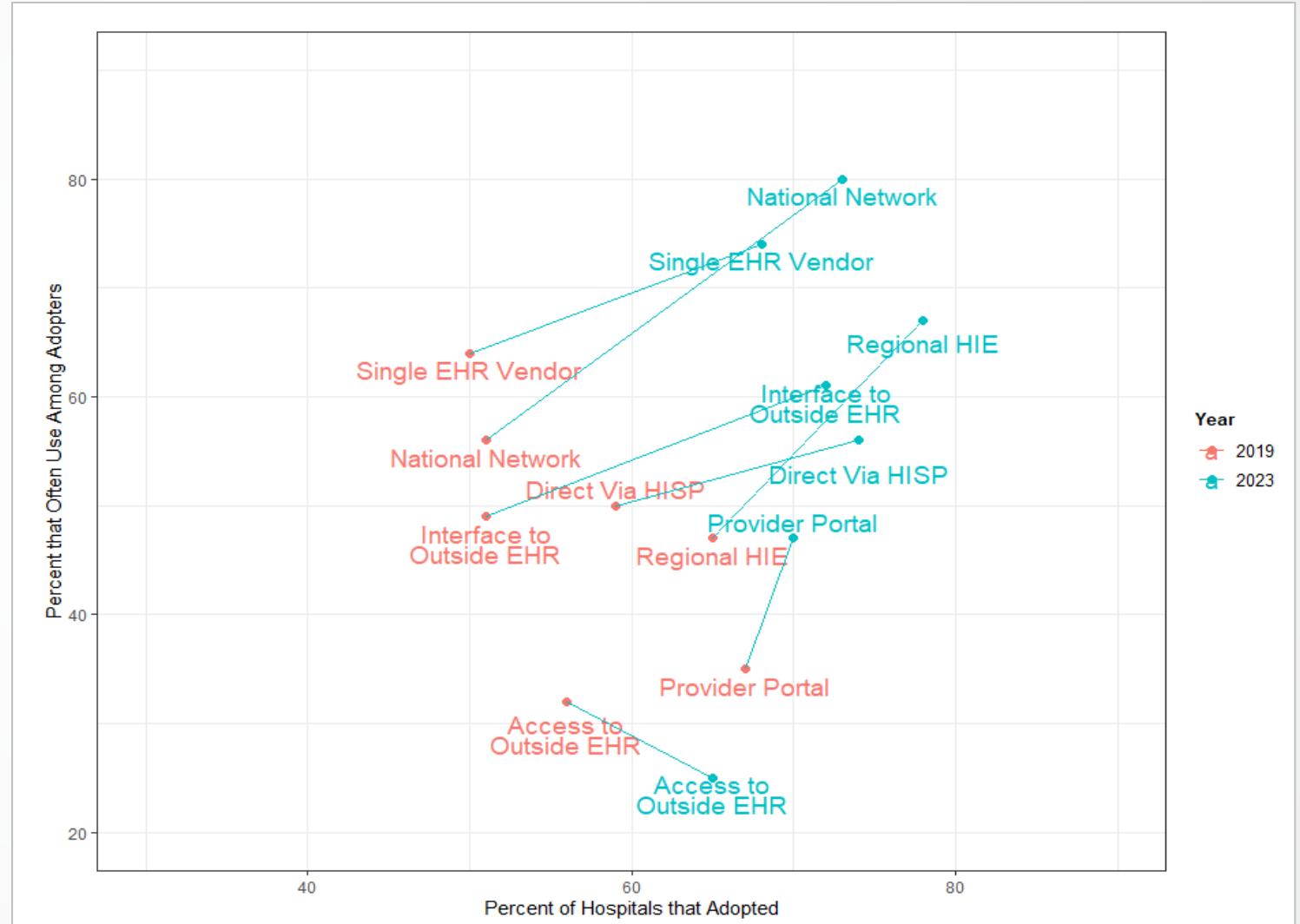


Trends in Network-Based Exchange

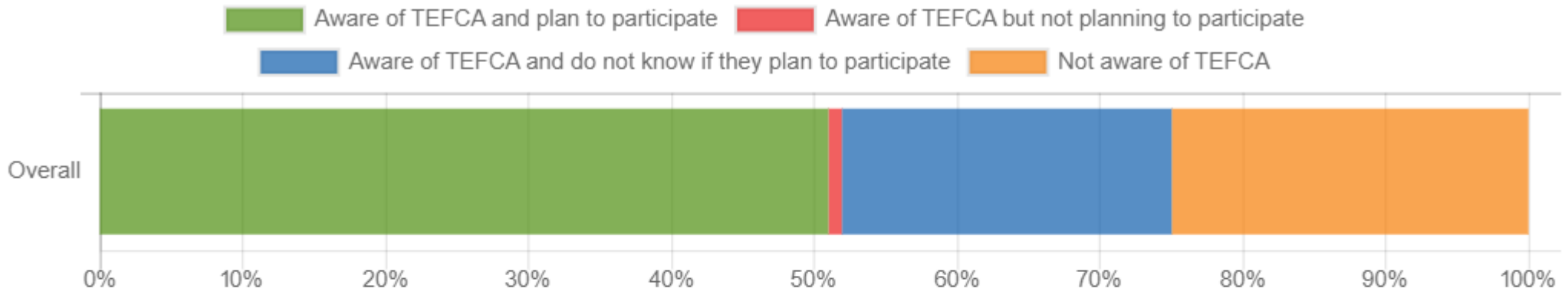
Hospital Methods of Information Exchange, 2019

Frequency of adoption and use of methods of obtaining outside information.

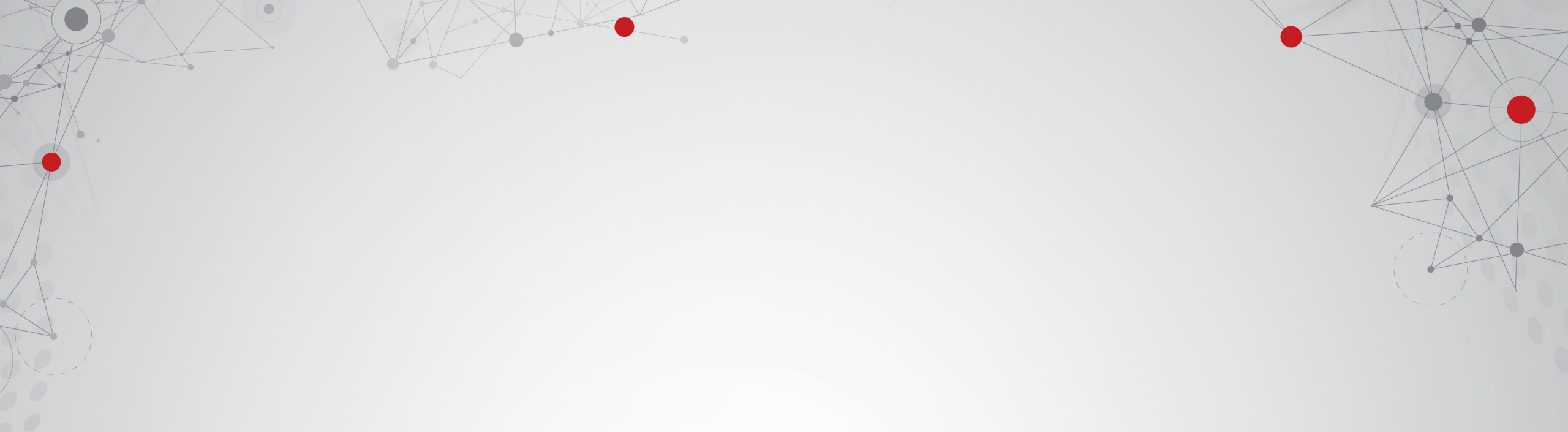
- On average, hospitals had adopted 5.0 of 7 methods of obtaining information and used 2.9 methods often in 2023, up from 4.3 and 2.0 in 2019
- Hospital adoption of methods to obtain information increased for all 7 measured methods between 2019 and 2023
- Frequent use of 6 of 7 methods increased between 2019 and 2023
- Each method was adopted by more than 70% of hospitals in 2023



Awareness of and Plans to Participate in the Trusted Exchange Framework and Common Agreement (TEFCA)



	Aware of TEFCA and plan to participate	Aware of TEFCA but not planning to participate	Aware of TEFCA and do not know if they plan to participate	Not aware of TEFCA
Overall	51%	1%	23%	25%



Interoperability in Pharmacy Practice

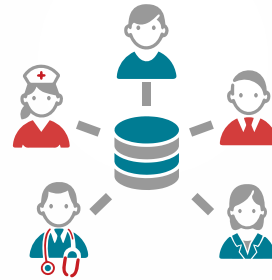
Enhancing Patient Care and Collaborative Health

The Foundation of Healthcare Interoperability



Healthcare Interoperability

Ability of different healthcare information systems, **to communicate, exchange, and use data seamlessly, securely, and effectively**¹



Benefits

Comprehensive patient medical history, enabling **better continuity of care** and **clinical insight** to optimize patient care



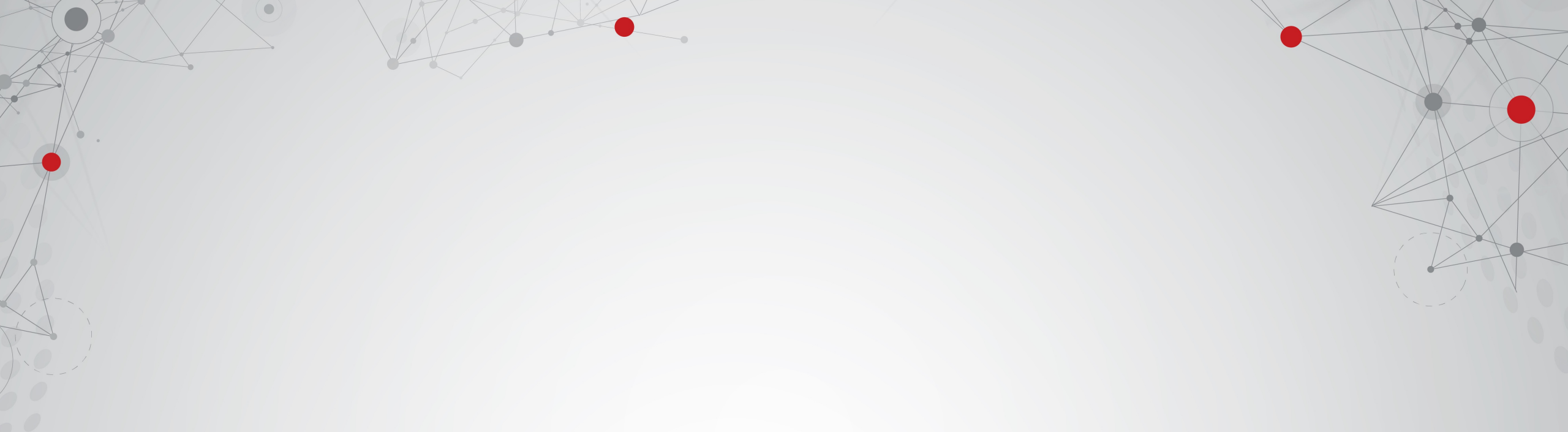
In the Pharmacy

Enables **real-time bidirectional communication and exchange of medication and clinical data** across pharmacies, other healthcare providers, health plans, HIEs, and others

Addressing Interoperability Challenges in Pharmacy

Incompatible Health IT Systems and Data Formats	Non-Digitized Records	Lack of EHR Access	Provider Hesitation	Unclear ROI
Many pharmacies utilize systems that lack standard interfaces, data types, and terminologies to exchange information with other systems	External records like doctor's notes, hospital discharge summaries are still commonly paper or faxed, requiring manual re-entry into pharmacy systems	Most EHR and HIE systems were not architected with community pharmacies integrated as active participants for data sharing	Some providers (YES, this includes Pharmacists) resist unidirectional data sharing with pharmacies , citing privacy concerns, questioning value without system-wide reciprocity and interoperability	Building interfaces and upgrading technology is costly and time-consuming

Overcoming these challenges requires multi-pronged collaborative efforts and incentives across healthcare entities



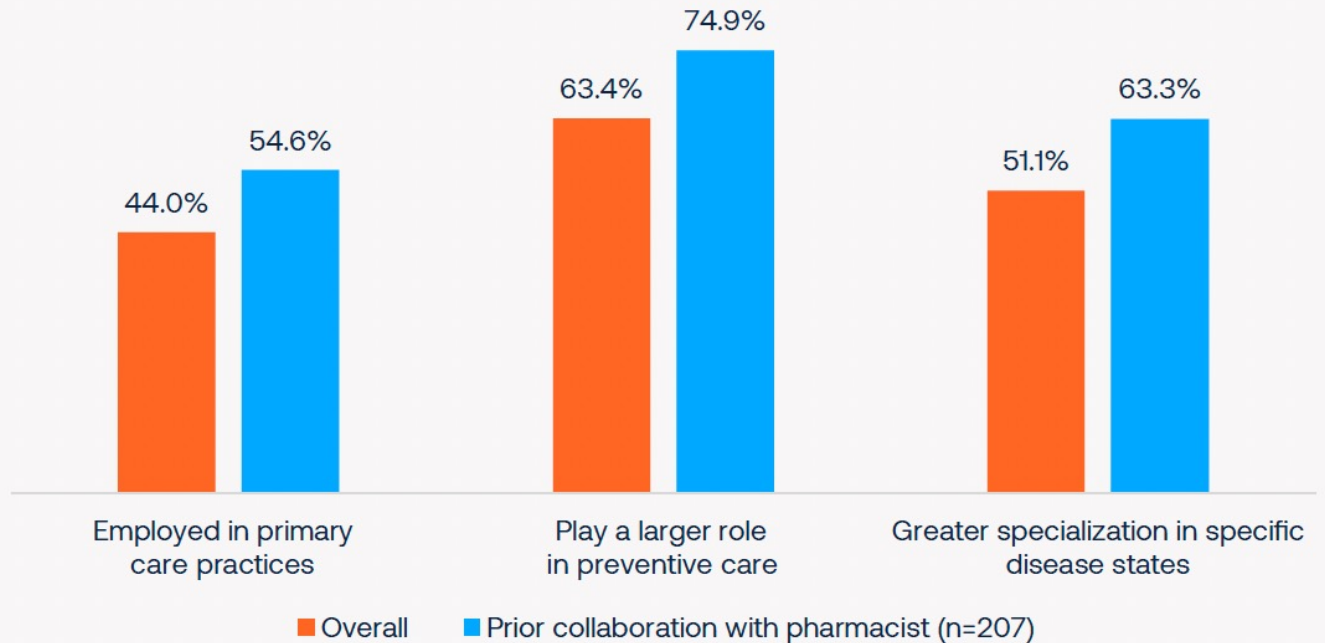
Evolving Pharmacy Business Processes

Provider Expectations: Expanded Roles for Pharmacists in Primary Care and Specialty Disease States

Providers expect pharmacists to play a greater role in traditional primary care activities:

- 63.4% agree or strongly agree that pharmacists will play a greater role in preventive care activities
- 51.1% agree or strongly agree pharmacists will have greater specialization in specific diseases
- 44.0% agree or strongly agree that more pharmacists will be employed in primary care practices, allowing for more direct collaboration

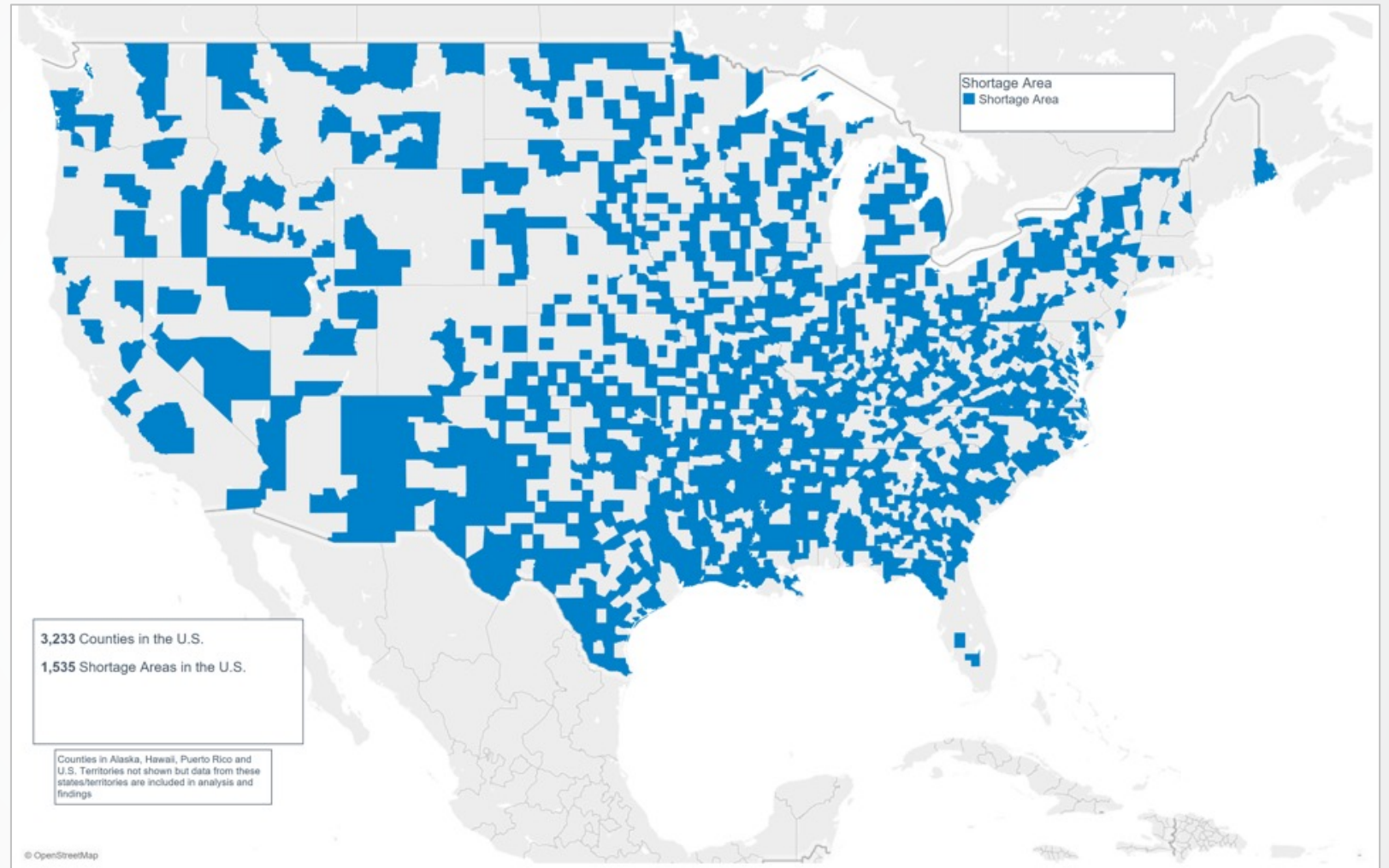
Figure 4. Provider respondents strongly agree or agree to primary care employment, role in preventive care or disease specialization



Increasing Need for Interoperability

48% of counties in the U.S. have **<1 primary care provider per 1,500 patients**¹

By 2026, **21%** of U.S. family medicine, pediatric, and obstetrics & gynecology physicians will be **retirement-eligible**²



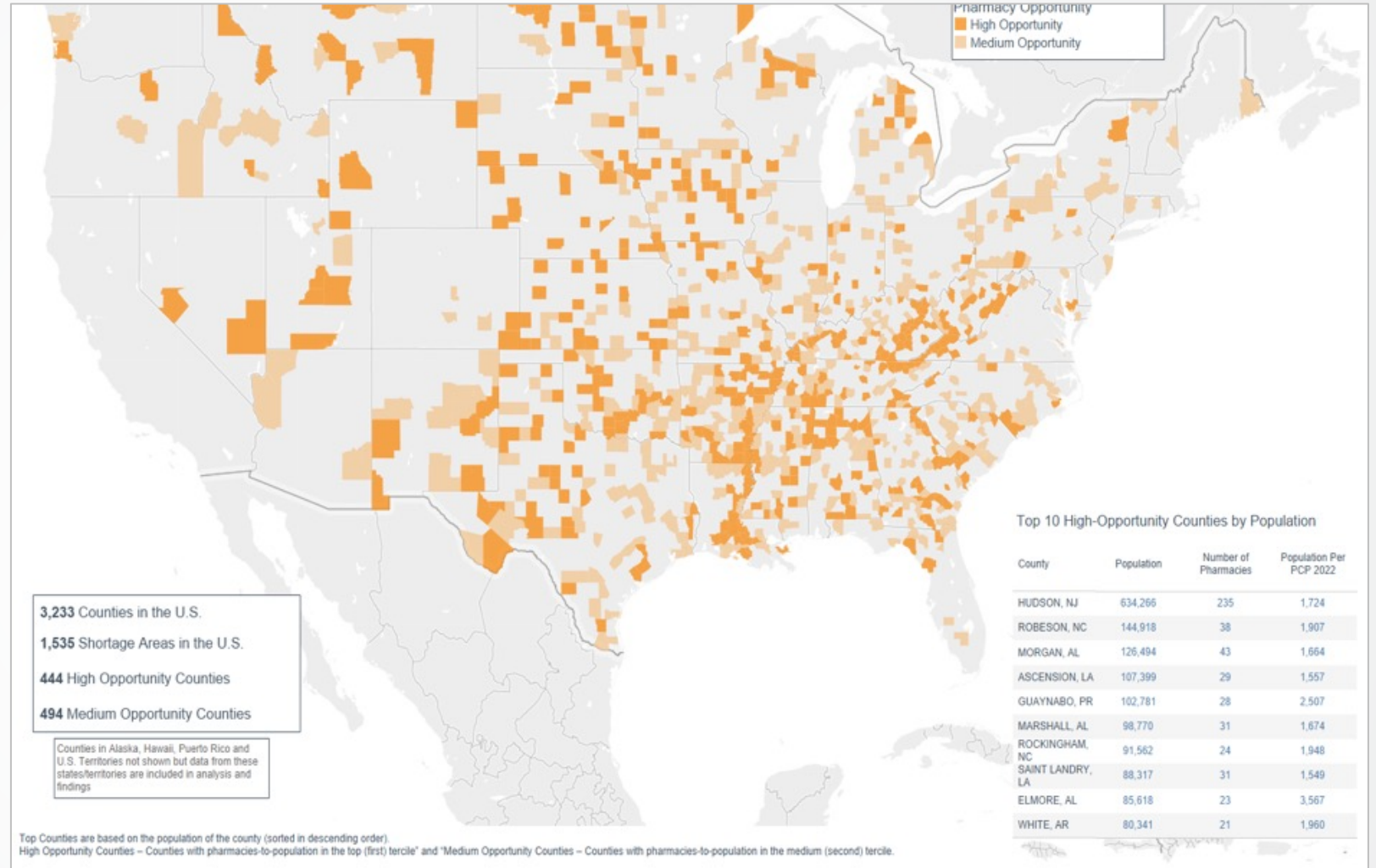
Counties with >1,500 people per primary care provider

References: 1. Mercer, "U.S. Healthcare Labor Market," 2021.
2. Surescripts analysis of U.S. Census data and primary care providers using the Surescripts network, January 2023.

Where Could Pharmacies Best Improve Access to Primary Care?

61% of counties with a relative PCP shortage also have a high or medium opportunity for pharmacists to fill gaps¹

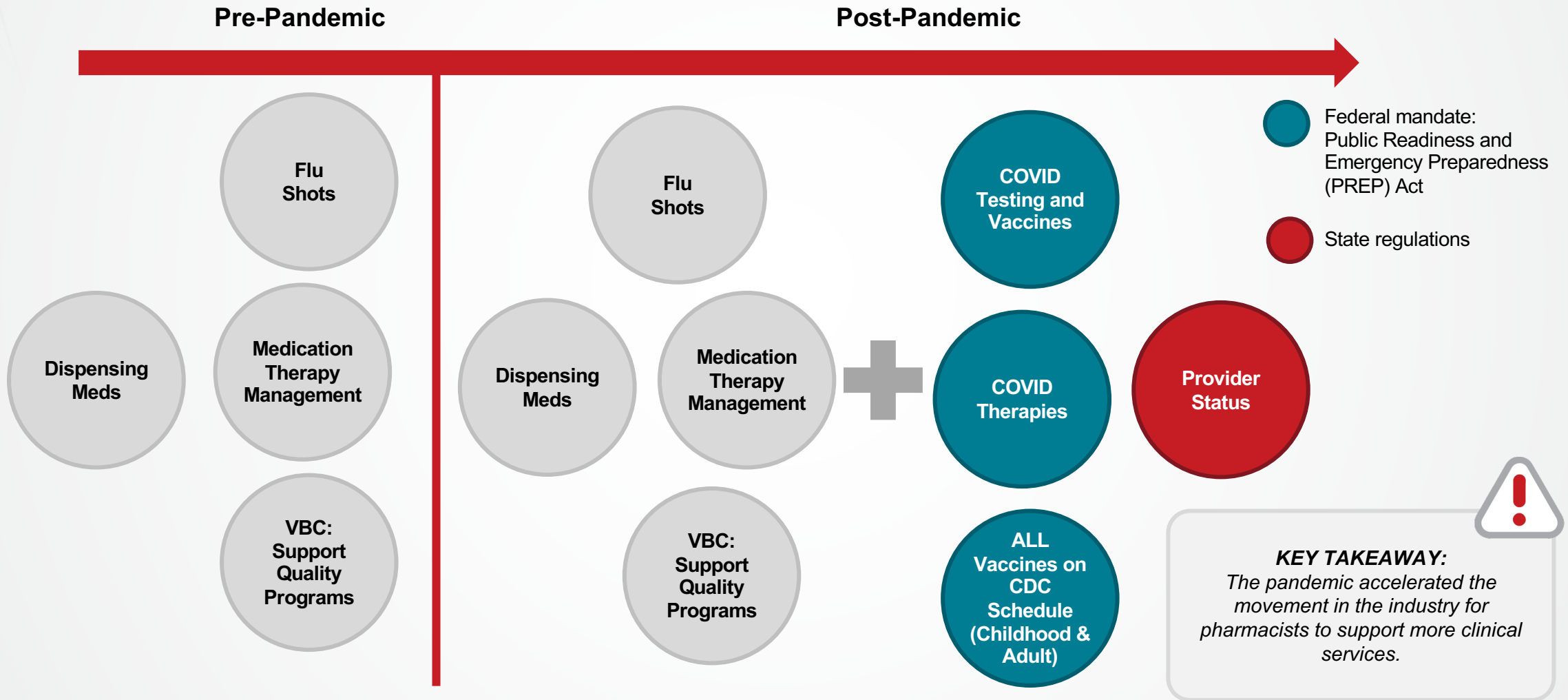
More than 30% of all rural hospitals are at immediate risk of shutting down²



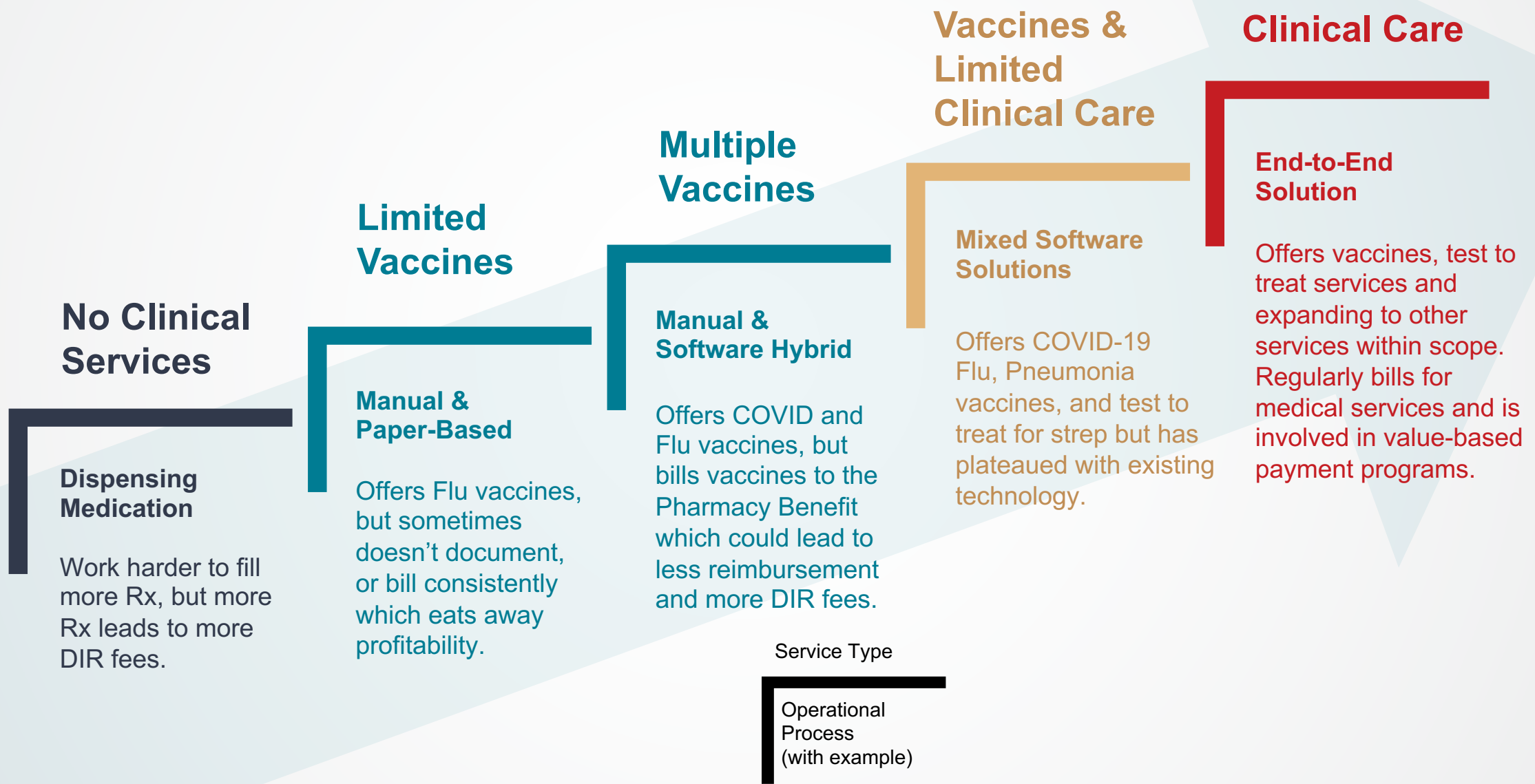
References: 1. Surescripts analysis of U.S. Census data and primary care providers using the Surescripts network, January 2023. 2. Katie Adams, "Trends That Will Shape Healthcare in 2023: Hospital Closures, Scaling Retail Clinics & More," MedCity News, November 6, 2022.

High- and medium- opportunity counties
 Counties with >1,500 people per primary care provider that lie in the first (high) or second (medium) tercile for pharmacies by area

Pandemic Driving a Historical Shift in Pharmacy



Clinical Service Progression



Evaluating Payment Models

Cash Model (Offerings at Cash)	Fee-for-Service (Medical Billing)	Value-Based Care (VBP Programs)
<ul style="list-style-type: none"> 💡 Patients pay cash for services without health plan involvement ⊕ Most flexible model based on convenience and enables operational growth ⊖ Affordability for some patients; lack of payer recognition 	<ul style="list-style-type: none"> 💡 Medical billing software is used (X12 837p format) to bill for clinical services ⊕ Same way other providers (MD, PA, NP) bill for CPT codes for office visits and cognitive time ⊖ Requires health plan enrollment, credentialing, and contracting 	<ul style="list-style-type: none"> 💡 Value-based contracts share risk and reward for outcomes improvement ⊕ Flexible by program design and are focused on achieving goals ⊖ Requires geographic density and / or clinically integrated network

Outlook	++ → + 3Yr. → 5Yr.	+++ → ++++ 3Yr. → 5Yr.	+++ → ++++ 3Yr. → 5Yr.
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Examples of Pharmacies Participating in Value-Based Care

Ohio State University

- Part of Comprehensive Primary Care Plus an Alternative Payment Model (APM) for Medicare Patients
- Participate in the Ohio Comprehensive Primary Care for Medicaid Patients
- Work with private plans who have similar APMs models; paid on a per-member, per-month basis



Moose Community Pharmacy

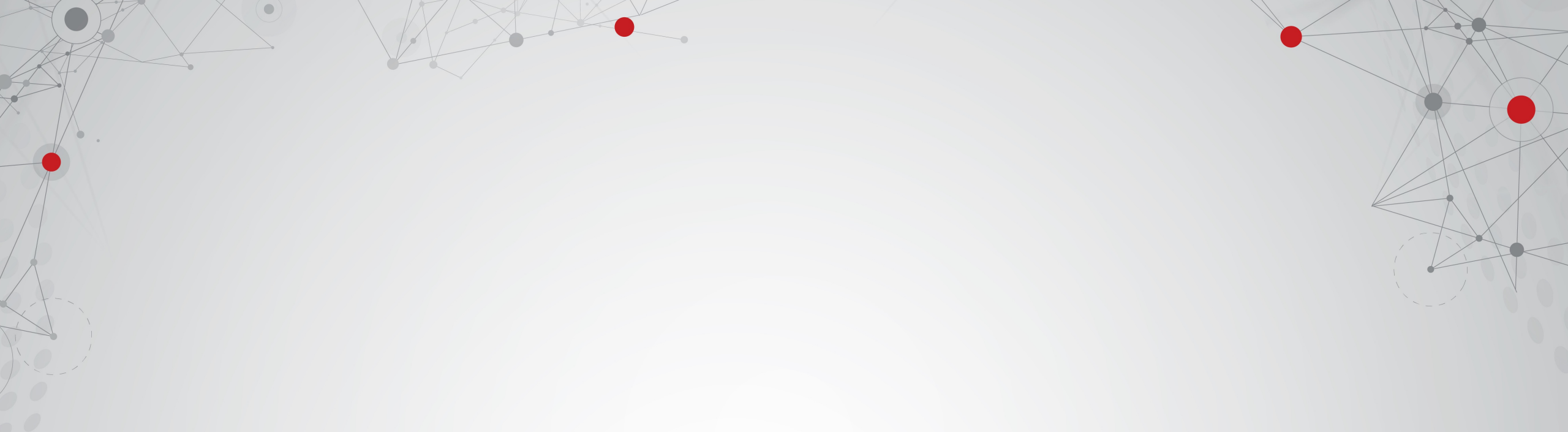
- Partnered with local primary care clinics and self-insured employers to help providers meet quality metrics (eg, diabetes, hypertension, asthma, etc.)
- Part of Community Pharmacy Enhanced Services Network (CPESN) that contracts with payers for various clinical pharmacy services



University of Michigan Medical Group (UMMG)

- Groups of pharmacists embedded in primary and specialty care clinics to provide patient care as part of care team through **population health management**
- Specific pharmacists looking at patient population across practices to see how they fit into specific quality measures (eg, HEDIS)





Considerations Moving Forward

ONC Task Force Pharmacy Care and Collaboration Recommendations

The focus of the Pharmacy Interoperability and Emerging Therapeutics Task Force 2023 work was to **support interoperability between pharmacy constituents**, and the **exchange of information necessary for medication management, patient safety, and consumer engagement**. The recommendations represent the views of the HITAC.

Use Case Focus:

- Bi-Directional Access to Individual Patient Data Supporting Testing Through Treatment
- Process
- Incorporate Pharmacists into the Care Team
- Consumer Engagement
- Data-Driven, Medication-Related, Population-Level Interventions
- Pharmacy Quality Measures of Clinical Pharmacy Services
- VBC Quality Measures Cross Care Team
- Public Health
- Patient Safety



Themes and Topics:

- Standards and Data Exchange
- Pharmacist-Other Provider Collaboration and Data-Sharing Needs
- Pharmacist- Public Health Collaboration and Data Sharing Needs
- Pharmacist-Special Settings, Populations, Long-Term Care Collaboration Sharing Needs
- Pharmacist Data Capture
- Information sharing/Blocking
- Jurisdictional Variations of Standards and Rules
- Resources/Funding

<https://www.healthit.gov/hitac/committees/pharmacy-interoperability-and-emerging-therapeutics-task-force-2023>

https://www.healthit.gov/sites/default/files/page/2023-11/2023-11-09_PhIET_TF_2023_Recommendations_Transmittal_Letter_508.pdf

Overcome Barriers for an Interconnected Pharmacy



Encourage standard terminologies adoption, actively engage and lead in NCPDP



Advance certification requirements and meaningful use definitions for pharmacies



Develop bidirectional data sharing arrangements



Create sustainable funding programs



Collaborate with the medical and standards community and evaluate the impact of the adoption of FHIR® standards



Implement pharmacy-led pilot programs



Considerations

Pharmacy

- How will you adjust your business model to offer more clinical services?
- How do you choose technology partners to support additional clinical offerings?
- How are you collaborating with payers or other providers (such as ACOs) to establish value-based agreements?

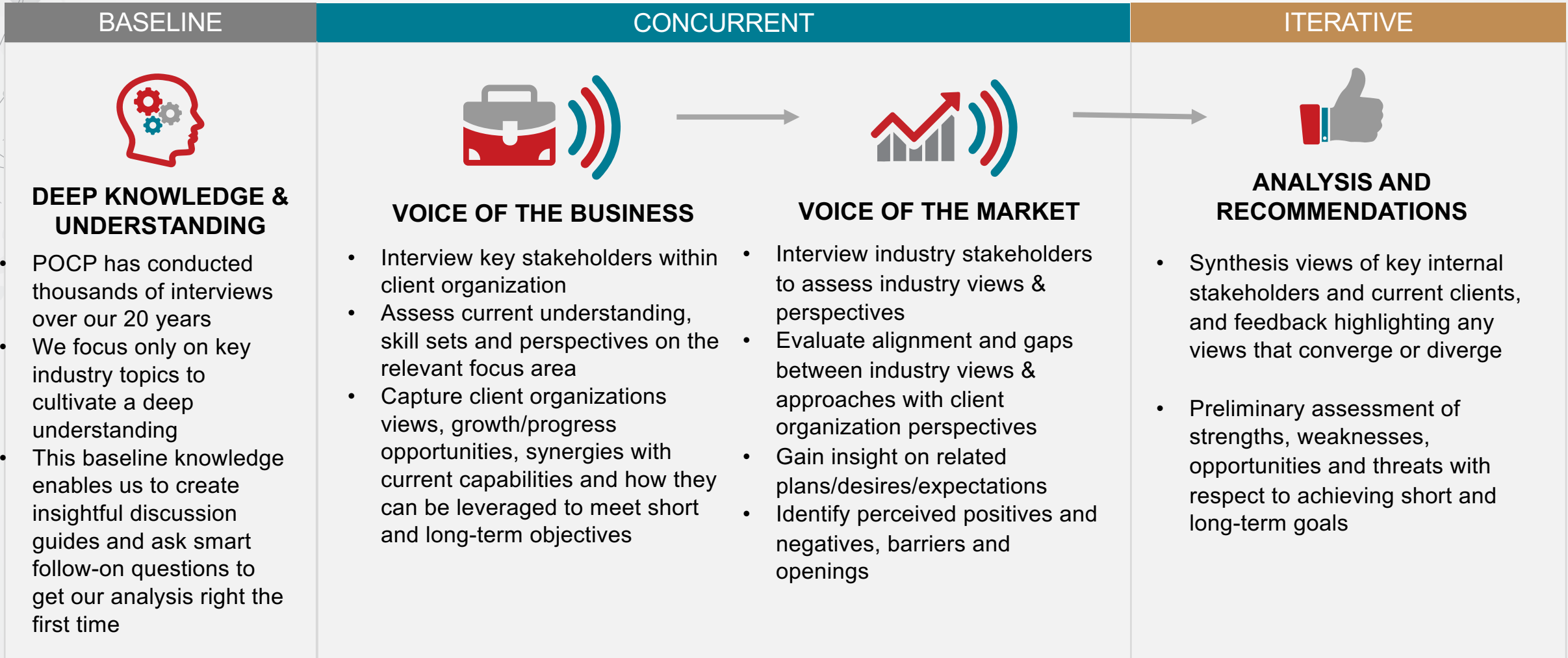
Health Tech Vendors

- What solutions can you offer to better support pharmacy clinical services & data exchange with other care settings?
- Do you understand the workflows for pharmacists engaged in advanced practice roles?
- Are you tracking federal and state-level policies that your solution would need to adhere to for strategic and compliance reasons?

Payers

- Do your current reimbursement models leverage pharmacy clinical services to improve care access?
- Are there health equity programs that could benefit from improved data exchange with pharmacists, who often see patients more frequently than primary care providers?
- How are you incorporating pharmacists into their strategies for meeting and improving quality metrics?

Market Intelligence Approach



RRC Subscription Solutions



Regulatory Resource Center

ePrescribing State Law Review

Pharmacist Advanced Practice

Prior Authorization Navigator

Interoperability Outlook

Policy Consultancy



Veterinary Medicine



LTPAC State Navigator





Questions?

Thank You

Brian Dwyer

brian.dwyer@pocp.com

Kim Boyd

kim.boyd@pocp.com

Pooja Babbrah

Pooja.babbrah@pocp.com



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