Assessing & Overcoming Barriers to Real-time Benefit Check Adoption in the Real World



Director, Rx Innovation Programs Excellus BCBS, Pharmacy Solutions

Michael Burger

Sr. Consultant Point-of-Care Partners



Discussion Topics



What is Real-Time-Benefit Check (RTBC)



Marketplace Perception of RTBC



Spotlight on Health Plan Support of RTBC



Provider Engagement Initiative



Barriers and Strategies to Overcome

Real-Time-Benefit Check = RTBC



Learning Objectives

At the completion of this program, participants should be able to:

- 1. List at least one key barrier to real-time benefit check adoption.
- 2. Name at least one internal barrier payers face when offering real-time benefit check tools to providers.
- 3. Recognize effective value propositions for RTBC to providers.
- 4. Describe provider educational approaches for that positively impacted realtime benefit check tool adoption.

Pre-Test



LQ1: Identify a key barrier to real-time benefit check adoption

- a) Providers are unaware that RTBC data is available in the EHR
- b) Quality and quantity of the RTBC data is equal for all PBMs
- c) It's easy to get a decision to activate new EHR functionality made at a health system
- d) It's quick to get a new IT project done at a health system



LQ2: Identify an <u>internal barrier</u> that a payer might face when offering real-time-benefit check tools to providers

- a) Lack of visibility into EHR RTBC functionality
- b) Multiple EHR platforms are used across the plan's service area
- c) Detailed data is readily available regarding the impact of real-time-benefit check information at the point-of-care
- d) Reporting is limited to aggregated transaction counts



LQ3: Identify one provider <u>value proposition</u> for realtime benefit check adoption

- a) Increase paperwork and administrative burden on staff
- b) Increase the number of calls from pharmacies
- c) Reduce the speed-to-therapy (get patients on meds quicker)
- d) Increase friction between provider and payer



LQ4: Identify a provider <u>educational approach</u> that can positively impact adoption of real-time-benefit check

- a) Spread myths about bad formulary information in the EHR
- b) Send providers who don't use real-time benefit check more prior authorization requests
- c) Advocate the benefits of real-time benefit check & help to mitigate technical uncertainty and challenges
- d) Don't talk about RTBC and hope that adoption increases

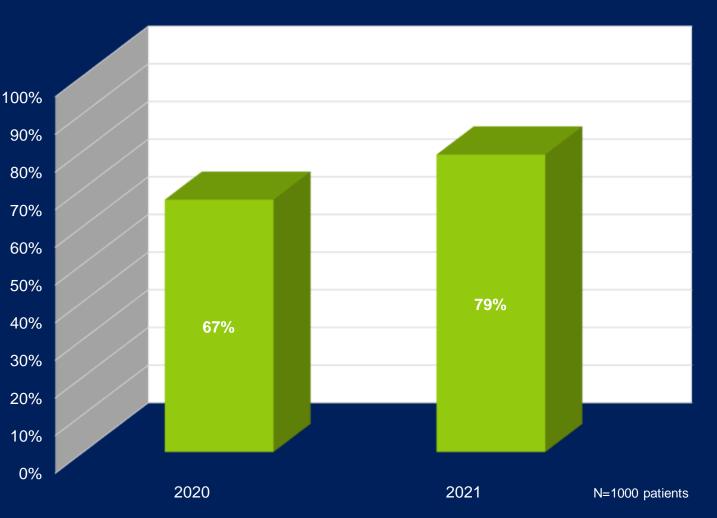


RTBC is Important!



Medication Affordability

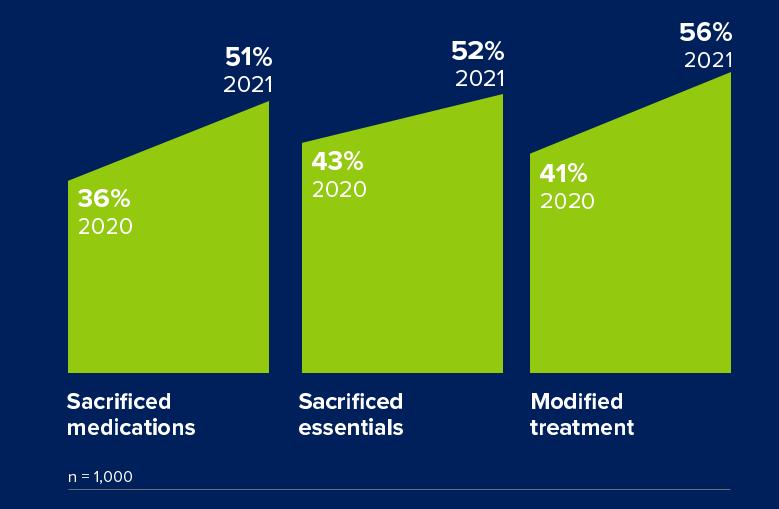
Nearly 80% of patients surveyed said they went to pick up their prescription and found out it cost more than they expected. Percent of patients who have gone to pick up their prescription and found out it costs more than they expected





Affordability Impact on Adherence

- In 2021, more patients made sacrifices related to their medications and essential items
- Many patients made difficult decisions that may have affected their health and safety



RTBC Encourages Consideration of Medication Cost

Having real-time access to prescription benefit and cost information enables providers to make informed decisions about their prescription choice, including if their patient can afford it.

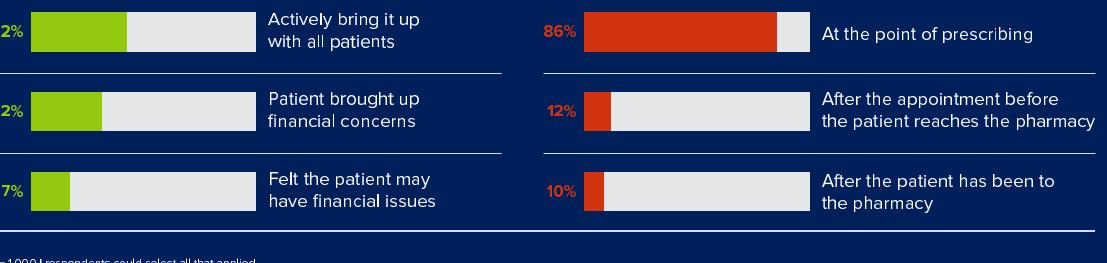
When providers discuss affordability with patients

Actively bring it up 42% 86% At the point of prescribing with all patients Patient brought up After the appointment before 32% 12% financial concerns the patient reaches the pharmacy Felt the patient may After the patient has been to 17% 10% have financial issues the pharmacy n = 1,000 I respondents could select all that applied

Most providers are willing to talk about medication affordability but not all bring it up with every patient

Source: CoverMyMeds, 2022 Medication Access Report

Why providers bring up affordability with patients







Patients Are Looking for Help

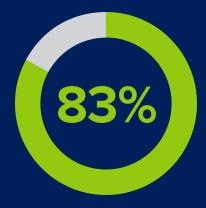
Patients are seeking out financial assistance so that they can afford their medications

Talked to my provider about affordability options 49% Talked to my pharmacist about affordability options 44% Used a cash discount card 38% Used a copay card/coupon from the biopharma company 38% Enrolled in a patient assistance program 12%

n = 1,000 Respondents could select multiple reasons



Perceived Access to Coverage Info



of providers have access to medication-specific information within their EHR



of providers can surface medication cash price information within their EHR

An Industry-Wide Challenge for Providers, Payers and Patients

Source: Point-of-Care Partners Real-Time Pharmacy Benefit Check: The Payer Value Proposition Report



RTBC: Provider & Patient Point of View

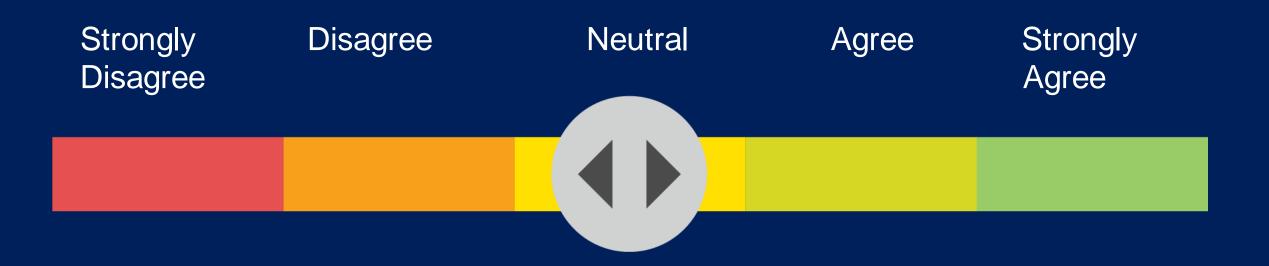


Patient-provider trust is a crucial element that can compound the effects of existing medication access barriers, yet more than 40% of providers said they didn't have enough time to discuss medications with their patients.



Agreement Likert Scale

In your experience, providers frequently engage with patients regarding prescription cost.





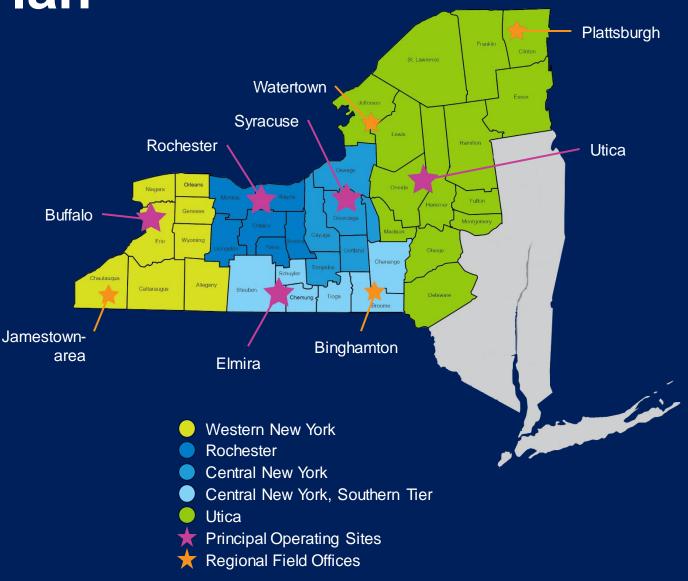
Excellus Health Plan



Excellus Health Plan

- 39 counties Upstate New York
- 1.4M covered pharmacy benefit members
 - Medicare
 - Medicaid
 - Exchange
 - Commercial/Employer Group
- 70K 100K Rx prescriptions filled daily
- > 37K provider network

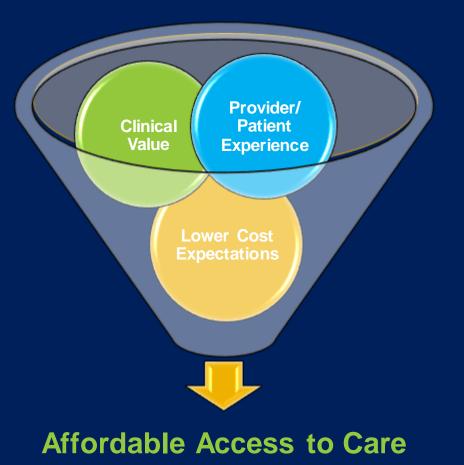
Mission: To help people in our communities live healthier and more secure lives through access to highquality, affordable health care.





Why RTBC?

- Clinical value of eprescribing workflow
- Provider satisfaction
- Patient/member experience
- Stakeholder expectations for lower costs
- Regulatory landscape



The promise and potential of 'interoperability'...



Excellus RTBC Timeline



What happened?

- Initial Capability
- Q4 Soft Launch

- Limited Reporting
- Provider Complaints
- Pandemic

- Focused Effort
- Multi-stakeholder Assessment

What next?







Interactive Question



Word Cloud

What word describes the feedback providers articulate about RTBC?



**Please note the word cloud will form as the attendees respond.



Provider Feedback

Complexity

- Multiple systems, networks, portals and apps
- Slow response times & data lags

Knowledge

- Prescriber awareness of tools and how to use them
- Office staff training needs time and resources

Quality of Information

- Alerts (fatigue) messages not actionable
- Accuracy of formulary information





Health Plan Limitations

Complexity

 Multiple EHR platforms in use across health plan service area

Knowledge

• Limited visibility into EHR RTBC functionality

Quality of Information

• Reporting limited to aggregated transaction counts

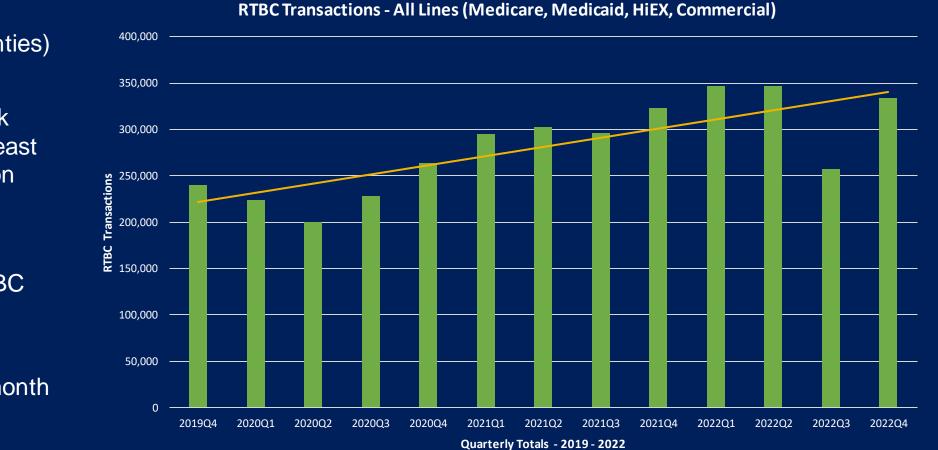




Our Situation



Excellus RTBC Landscape



37,342 in-network providers (39 counties)

 8,725 of in-network providers with at least
 1 RTBC transaction

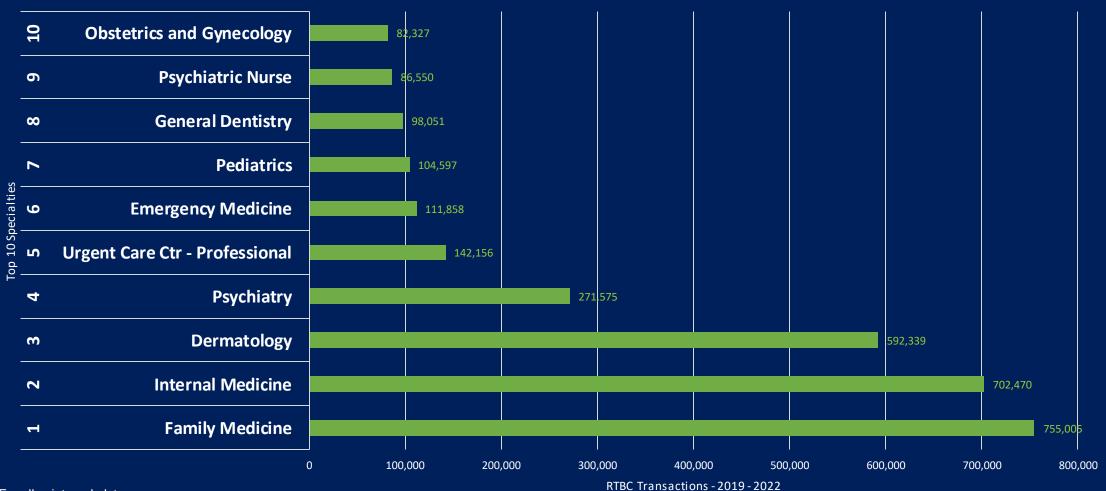
 Roughly 23% of network using RTBC

 Average 44 RTBC transactions per month



Top 10 Specialties

RTBC Transactions by Top 10 Specialties

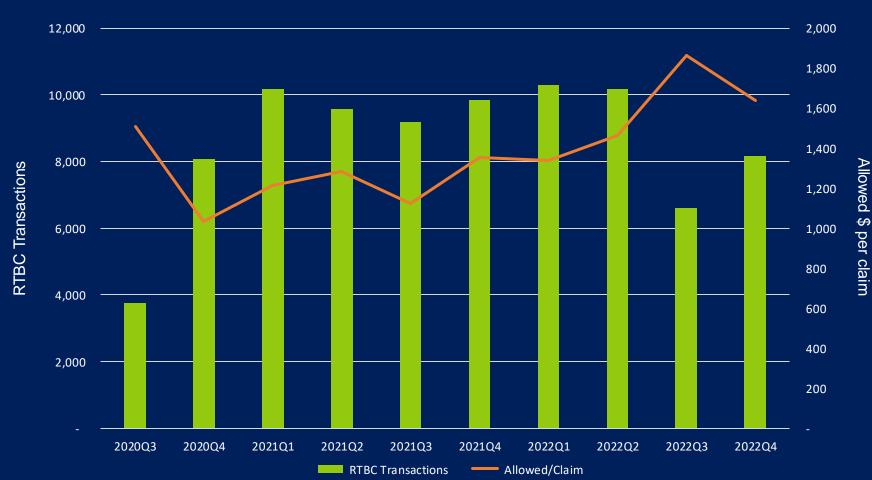


Source: Excellus internal data



Excellus Data

Comparison of Allowed \$/Claim to RTBC Transactions of Six High Volume Prescribers





Average Patient Savings by Therapeutic Category

Average Savings Per Prescription When a Lower-Cost Alternative Is Chosen

202	1
Anti-Depressants	\$51
Anti-Hypertensives	\$27
Anti-Cholesterol	\$32
Diabetic Therapy	\$116
Peptic-Ulcer Therapy	\$26

Ranked by Prescription Volume



Average Patient Savings by Provider Specialty

Average Savings Per Prescription When a Lower-Cost Alternative Is Chosen

202	:1
Internal Medicine	\$25
Family Practice	\$22
Family Practice	\$81
Cardiology	\$29
Ophthalmology	\$40

Ranked by Prescription Volume



The Challenge



Formulary Data in the EHR – The Traditional Formulary & Benefit (F&B) File

Providers have not been enthusiastic about the F&B-based formulary data available in the EHR.

- Information is at the plan level
 - Not group or patient-specific
- Quantity and quality of the data varies widely from one PBM to the next
- The data can be outdated
- Sometimes the data are incorrect





Questions About Data Integrity Have Led to Mistrust of the Traditional F&B Data

Are there really no plan restrictions, or is that data simply missing?

The patient arrives at the pharmacy counter and learns that the drug has prior authorization

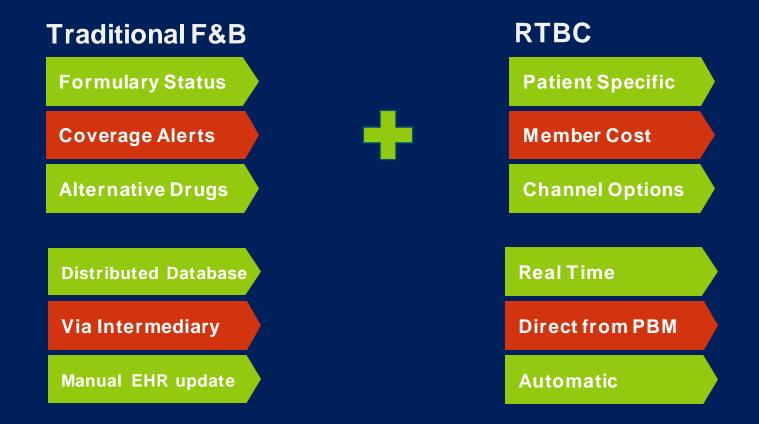
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	Medication 3	0.05mg Tablet	Take 1 tablet(s) by mouth daily	-		tat 0			-			Not prescrib	VE	
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Result: Frustrated providers turn off formulary validation or don't review formulary data while ePrescribing



Traditional F&B Is Enhanced by RTBC



EHR vendors have made RTBC integration seamless. Practices may not realize that RTBC information is in the EHR.



Our Solution



Provider Engagement Program

Goal:

Satisfy In-Network provider desire for decision support tools, available within their workflow

- Social Determinants of Health (SDOH)
- Prior Authorization (PA)
- Real Time Prescription Benefit Check (RTBC)
- Quality Measures (QM)



Excellus' Motivation



Strengthen Excellus Relationship With Provider Network



Increase Satisfaction

Patients

Providers



Improve Outcomes Increase fill rate Speed to therapy



Manage Costs



Excellus Tactical Approach

- Engage health systems and practices who are not using RTBC
 - Provider Relations outreach
- Training curriculum for Provider Relations team
- Reference material for top EHRs
 - How to activate RTBC
 - How RTBC looks in the EHR
- Resources
 - Help Desk to mitigate both technical and content questions

Actions:

- Dispel the myths
- Advocate the benefits
- Help to mitigate technical uncertainty and challenges
- Feedback loop via reporting and analytics



EHR Reference

Allscripts Professional (cont.)



Once the medication quantity and SIG are entered and the pharmacy has been selected, the Allscripts Rx Price feature displays the RTBC information. Up to five therapeutic alternatives and their prices are provided. With a quantity entered, the Rx Price supplies RTBC pricing details.

Therapeutic Alternatives may also be displayed.

ironolac	tone 50 N	G Oral Tablet						×	Rx Price Details	×	
									Spironolactone, 50 MG Tablet		
escription	Education	Education Alternatives						This medication is covered by the patient's prescription benfit plan.			
se Generic	Spironolactone 50MG, Take 1 (one) Tablet by mouth daily, #31m 30 days starting 4/18/2022, No Refill.						Patient Info		Prices are for generic	UHG	
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SIG:	Take 1 tablet by mouth daily				100 lb (45.36 kg) as of 6/3	2020	209 DILLON RIDGE ROAD, DILLON, CO 804351004				
Dose	1 (one)	▼ Tablet	olet ▼ Status: Active ▼		•	BSA 1.04 m ² Allergies:	OPTUMRX MAIL SERVICE 2858 Loker Ave East, Suite 109, Carlsbad, CA 920106056	\$33.20 90 day			
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Example of the medication details



EHR Reference

Allscripts Professional (cont.)

SECTION 3 Activating RTBC

Activation of RTBC is simple for providers who currently ePrescribe and are enrolled in eAuth.

CATEGORY	YES/NO	NOTES
Software/License/Enrollment Prerequisites	Yes	Provider must be enrolled for eAuth and Surescripts with standard ePrescribing credentials
Separate license for RTBC	No	
Separate cost for RTBC	No	
Separate RTBC Enrollment	No	Once Allscripts implements the eAuth solution, caregivers who currently use ePrescribe are automatically granted eAuth service level
Software Setup/Configuration	Yes	Each eAuth-enabled prescriber must have read/write access for Prior Authorization requests
Who to Contact		Allscripts Inside Sales (formerly Veradigm). Implementation done by Allscripts



Messaging

A successful engagement plan with practices involves understanding the pain points and offering solutions that complement workflow and reduce clinical and/or administrative burden. In other words, *"What's In It For Me"*



Providers

- Can make the best treatment choice for patients after weighing all factors
- Improve patient trust, rapport & satisfaction
- Speed to therapy
- Reduce risk of abandonment
- Increase patient adherence

- Decrease paperwork and administrative burden for staff
- Reduce the number of calls from pharmacies and/or patients
- Encourage payer
 partnership

- Speed to therapy by reducing downstream delays for prior authorization or physician clarifications
- Fully informed of implications of treatment choice including possible alternatives

Patients

Understand financial and payer requirements, increasing adherence

- Decrease pharmacycounter surprises
- Illuminate pharmacy options that balance cost and convenience
- Increased satisfaction with payer and provider



Scale of 1 to 10

Would a tool like an EHR reference be beneficial in your effort to encourage adoption of real-time-benefit check? 1 – not very helpful – 10 very helpful





Lesson Learned and What's Next



Observations to Date



Provider Perceptions Are Hard to Change



Perception Is Often Focused on the Lowest Common Denominator

Not Us!



Some EHR Workflows Are Not Optimized for RTBC



Decision-making At Large Health Systems Moves Slowly



IT's "To Do" List Is Long



When Providers Are Bought-in They Love It



What's Next?



Persistent Follow-up After Initial Conversations



Expand Discussions to a Wider Number of Practices



FOCUSED ANALYSIS TO DETERMINE:

Provider satisfaction for providers using RTBC or not using RTBC

Patient satisfaction where primary provider uses RTBC or does not use RTBC

Detailed financial analysis of Rx cost before/after RTBC adoption

Post-Test



LQ1: Identify a <u>key barrier</u> to real-time benefit check adoption

- a) Providers are unaware that RTBC data is available in the EHR
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LQ4: Identify provider educational approach that can positively impact adoption of real-time-benefit check

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- c) Advocate the benefits of real-time benefit check & help to mitigate technical uncertainty and challenges
- d) Don't talk about RTBC and hope that adoption increases



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