



# Pharmacy Access Office Hours

March 17, 2022

Focus Topic: Increasing Your In-House Capture  
Rate & Med Sync



Presented by



**Keith Sinay**

Vice President Pharmacy Services

# Agenda

Overview HealthPoint

Strategic Focus Initiatives

Develop-Deploy-Results-Next Steps

# 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

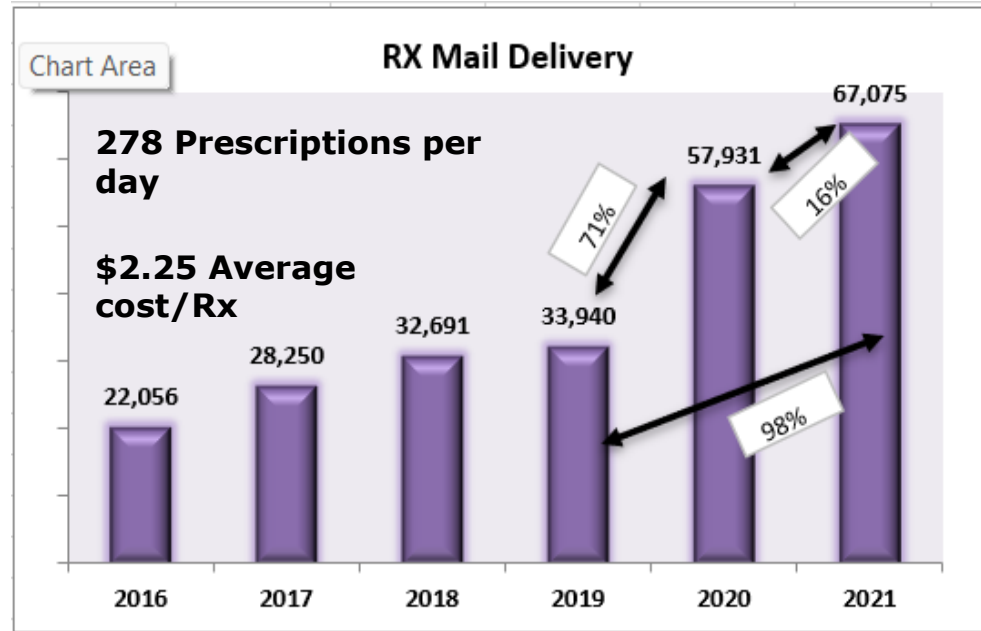
Why did we do it?

-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*

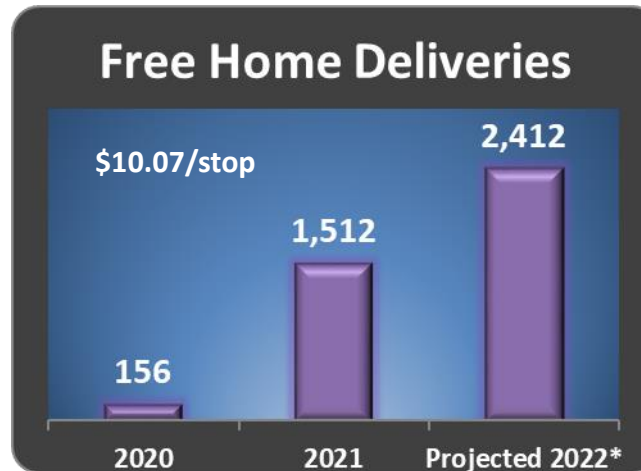
# Results



## Benefits

- Convenience
- Adherence
- Retention

*"We can't be Starbucks, but we can be Amazon"*





# 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

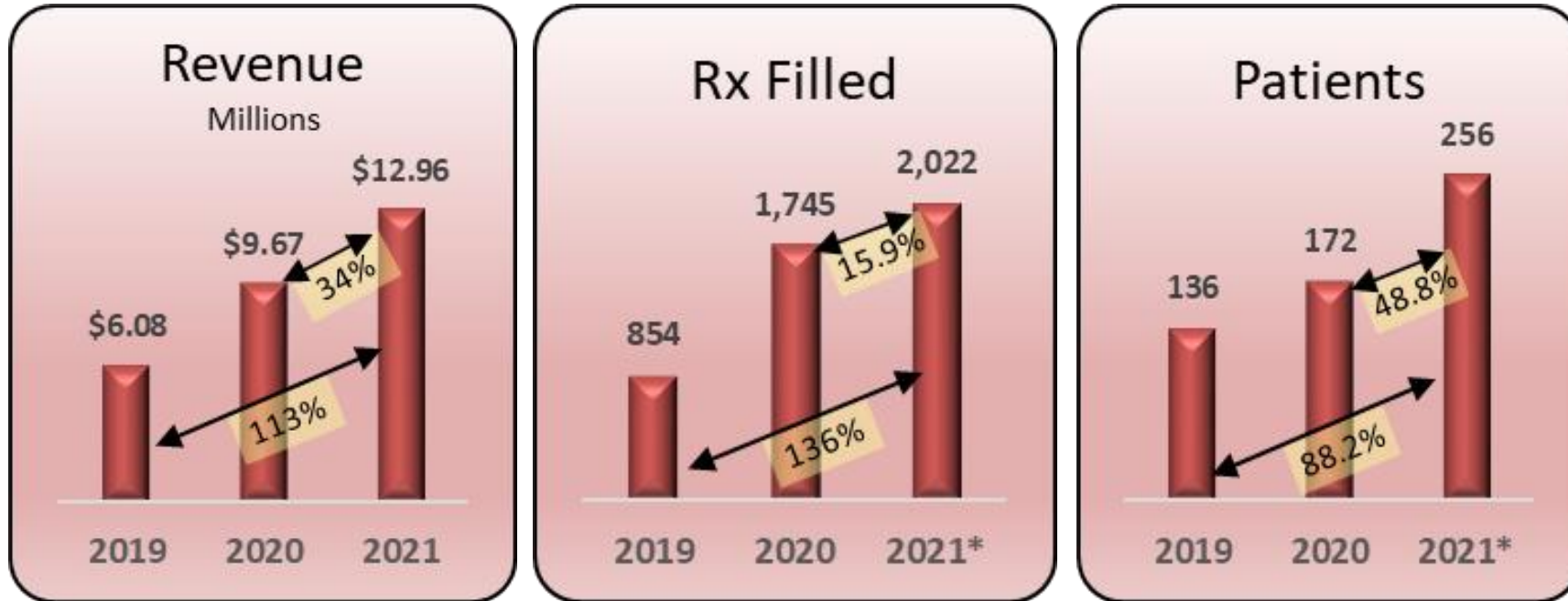
## Table of Contents

|  |           |
|--|-----------|
| <b>Executive Summary</b> .....                             | <b>3</b>  |
| <b>Business Purpose and Description</b> .....              | <b>5</b>  |
| Background .....   | 5         |
| Defining Specialty Pharmaceuticals .....                   | 5         |
| Purpose of the Business.....                               | 5         |
| Business Opportunity .....                                 | 6         |
| Contribution to the Organizations Growth Strategies .....  | 6         |
| Long-Term Business Potential.....                          | 6         |
| <b>Market Assessment</b> .....                             | <b>7</b>  |
| Market Characteristics .....                               | 7         |
| Market Trends.....   | 7         |
| <b>Marketing Plan</b> .....                                | <b>10</b> |
| Patient Outreach .....                                     | 10        |
| <b>Operations</b> .....                                    | <b>11</b> |
| Distribution Modeling.....                                 | 11        |
| Call Center.....   | 16        |
| Clinical Pharmacy Services .....                           | 16        |
| <b>Operational Infrastructure</b> .....                    | <b>17</b> |
| Accreditation .....  | 17        |
| Contract Pharmacy and Third Party Administrator (TPA)..... | 17        |
| <b>Financial Projections</b> .....                         | <b>21</b> |
| Forecasted Expenses and Revenues.....                      | 21        |
| Capital Needs .....  | 24        |
| ROI.....   | 24        |
| <b>Legal Considerations</b> .....                          | <b>25</b> |
| Legislative Risk .....                                     | 25        |
| 340B Compliance .....                                      | 25        |
| Pharmacy Commission.....                                   | 25        |
| <b>SWOT Analysis</b> .....                                 | <b>26</b> |
| <b>References</b> .....                                    | <b>27</b> |

# 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



## Next Steps

- HealthPoint Employees Rx Benefit
- Local Employer Rx Benefit
- MCO allowing HP Patients in Network
  - *January 1<sup>st</sup> 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

| Date - Service | NDC-11      | Drug Label                    | Ingredient Cost | Dispensing Fee | Member Cos | Plan Cost  | Days of Therap | Quant | Pharmacy Name            |
|----------------|-------------|-------------------------------|-----------------|----------------|------------|------------|----------------|-------|--------------------------|
| 3/22/2021      | 00131247835 | VIMPAT 100 MG TABLET          | \$2,924.87      | \$0.35         | \$0.00     | \$2,925.22 | 30             | 180   | RITE AID #5190           |
| 3/19/2021      | 00131247835 | VIMPAT 100 MG TABLET          | \$2,924.87      | \$0.35         | \$0.00     | \$2,925.22 | 30             | 180   | RITE AID #5190           |
| 3/18/2021      | 00131247835 | VIMPAT 100 MG TABLET          | \$2,924.87      | \$0.35         | \$0.00     | \$2,925.22 | 30             | 180   | RITE AID #5190           |
| 2/22/2021      | 00131247835 | VIMPAT 100 MG TABLET          | \$2,924.87      | \$0.35         | \$0.00     | \$2,925.22 | 30             | 180   | RITE AID #5190           |
| 1/19/2021      | 00131247835 | VIMPAT 100 MG TABLET          | \$2,924.87      | \$0.35         | \$0.00     | \$2,925.22 | 30             | 180   | RITE AID #5190           |
| 2/1/2021       | 16714004610 | ENOXAPARIN 100 MG/ML SYRINGE  | \$2,888.26      | \$0.35         | \$0.00     | \$2,888.61 | 30             | 60    | RITE AID #5175           |
| 3/3/2021       | 65649030302 | XIFAXAN 550 MG TABLET         | \$2,878.81      | \$0.10         | \$0.00     | \$2,878.91 | 30             | 60    | FRED MEYER PHARMACY #391 |
| 1/8/2021       | 65649030302 | XIFAXAN 550 MG TABLET         | \$2,878.81      | \$0.10         | \$0.00     | \$2,878.91 | 30             | 60    | FRED MEYER PHARMACY #391 |
| 3/18/2021      | 63402030830 | LATUDA 80 MG TABLET           | \$2,811.28      | \$0.10         | \$0.00     | \$2,811.38 | 30             | 60    | FRED MEYER PHARMACY #053 |
| 2/17/2021      | 63402030830 | LATUDA 80 MG TABLET           | \$2,811.28      | \$0.10         | \$0.00     | \$2,811.38 | 30             | 60    | FRED MEYER PHARMACY #053 |
| 1/21/2021      | 63402030830 | LATUDA 80 MG TABLET           | \$2,811.28      | \$0.10         | \$0.00     | \$2,811.38 | 30             | 60    | FRED MEYER PHARMACY #053 |
| 3/5/2021       | 50458056401 | INVEGA SUSTENNA 234 MG/1.5 ML | \$2,790.66      | \$0.00         | \$0.00     | \$2,790.66 | 28             | 2     | GENOA HEALTHCARE         |
| 1/27/2021      | 50458056401 | INVEGA SUSTENNA 234 MG/1.5 ML | \$2,790.66      | \$0.00         | \$0.00     | \$2,790.66 | 28             | 2     | GENOA HEALTHCARE         |

# Tracking Form

| Member #  | First | Last | DOB        | Gender | Annualized Margin | ELIGIBLE | NOT ESTABLISHED | NOT ELIGIBLE | NOTES                              | AGREE TO TRANSFER |
|-----------|-------|------|------------|--------|-------------------|----------|-----------------|--------------|------------------------------------|-------------------|
| 723618849 |       |      | 7/4/1989   | F      | \$ 49,379         |          |                 | X            | HASN'T SEEN HP PROVIDER SINCE 2017 |                   |
| 723179064 |       |      | 10/9/1982  | M      | \$ 38,448         |          | X               |              | NOT IN NEXTGEN                     |                   |
| 716979755 |       |      | 12/22/1970 | M      | \$ 36,163         |          | X               |              | NOT IN NEXTGEN                     |                   |
| 724081591 |       |      | 7/16/1957  | M      | \$ 34,672         |          | X               |              | NOT IN NEXTGEN                     |                   |
| 728517078 |       |      | 10/16/1988 | M      | \$ 32,375         |          | X               |              | OUTSIDE PCP                        |                   |
| 727458281 |       |      | 9/12/1952  | F      | \$ 32,018         |          | X               |              | NOT IN NEXTGEN                     |                   |
| 728207684 |       |      | 3/17/1965  | F      | \$ 31,217         |          | X               |              | NOT IN NEXTGEN                     |                   |
| 723826792 |       |      | 12/26/1965 | M      | \$ 28,816         |          | X               |              | NOT IN NEXTGEN                     |                   |
| 722798017 |       |      | 3/23/1978  | M      | \$ 27,108         |          | X               |              | NOT IN NEXTGEN                     |                   |
| 723606768 |       |      | 7/21/1997  | M      | \$ 25,905         |          | X               |              | NOT IN NEXTGEN                     |                   |
| 724583988 |       |      | 3/20/1959  | M      | \$ 25,721         |          |                 | X            | HASN'T SEEN HP PROVIDER SINCE 2018 |                   |
| 728517139 |       |      | 3/7/1989   | F      | \$ 25,181         |          | X               |              | HAS ONLY SEEN URGENT CARE PROVIDER |                   |
| 728567892 |       |      | 1/13/1975  | M      | \$ 24,729         |          | X               |              | NOT IN NEXTGEN                     |                   |
| 728513571 |       |      | 4/30/1977  | M      | \$ 24,203         |          | X               |              |                                    |                   |

# Pilot Results

| Revenue            |                       |
|--------------------|-----------------------|
| Plan               | 2020-Results of Pilot |
| Amerigroup MCO     | \$ 452,732            |
| CHPW Medicare      | \$ 110,607            |
| Health Homes       | \$ 315,392            |
| Molina             | -                     |
| <b>Grand Total</b> | <b>\$ 878,732</b>     |

# Next Steps After Pilot

## **SBAR – Pharmacy Engagement Specialist**

**Submitted by:** Katya Kanevski 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

Claims Management

Patient Information

Active Claims Rpt Back to Switchboard New

Patient Search MRN # First Last Phone DOB Status Patient Notes Follow Up Date

10002583-001 131965 MICHELLE CROXEN (253) 569-3302 4/27/1970 In Process she is eligible as a pt 6/4/2021

Claim Detail

| Member ID    | Program  | Pharm City | Pharm NPI | Pharm Phone | Pharmacy Filled | NDC        | Drug                  | Paid  | Transf                              | Transf. Date | Restricted Med           | Eliminate                |
|--------------|----------|------------|-----------|-------------|-----------------|------------|-----------------------|-------|-------------------------------------|--------------|--------------------------|--------------------------|
| 10002583-001 | CHPW Mec | TEMPE      | 649352006 | 8667071862  | EXPRESS SCRIPTS | 5615114600 | TRUE METRIX GLUCOSE   | \$45  | <input checked="" type="checkbox"/> | 4/1/2021     | <input type="checkbox"/> | <input type="checkbox"/> |
| 10002583-001 | CHPW Mec | TEMPE      | 649352006 | 8667071862  | EXPRESS SCRIPTS | 3172207139 | PANTOPRAZOLE SOD D    | \$16  | <input checked="" type="checkbox"/> | 4/1/2021     | <input type="checkbox"/> | <input type="checkbox"/> |
| 10002583-001 | CHPW Mec | TEMPE      | 649352006 | 8667071862  | EXPRESS SCRIPTS | 8822203    | LANTUS 100 UNIT/ML \  | \$515 | <input checked="" type="checkbox"/> | 4/1/2021     | <input type="checkbox"/> | <input type="checkbox"/> |
| 10002583-001 | CHPW Mec | TEMPE      | 649352006 | 8667071862  | EXPRESS SCRIPTS | 7470701    | SYNTHROID 175 MCG T   | \$53  | <input checked="" type="checkbox"/> | 4/1/2021     | <input type="checkbox"/> | <input type="checkbox"/> |
| 10002583-001 | CHPW Mec | TEMPE      | 649352006 | 8667071862  | EXPRESS SCRIPTS | 6818005120 | LISINAPRIL 2.5 MG TAE | \$7   | <input checked="" type="checkbox"/> | 4/1/2021     | <input type="checkbox"/> | <input type="checkbox"/> |
| 10002583-001 | CHPW Mec | TEMPE      | 649352006 | 8667071862  | EXPRESS SCRIPTS | 6818004790 | SIMVASTATIN 20 MG T.  | \$16  | <input checked="" type="checkbox"/> | 4/1/2021     | <input type="checkbox"/> | <input type="checkbox"/> |
| 10002583-001 | CHPW Mec | TEMPE      | 649352006 | 8667071862  | EXPRESS SCRIPTS | 1366800100 | CITALOPRAM HBR 20 M   | \$11  | <input checked="" type="checkbox"/> | 4/1/2021     | <input type="checkbox"/> | <input type="checkbox"/> |
| 10002583-001 | CHPW Mec | TEMPE      | 649352006 | 8667071862  | EXPRESS SCRIPTS | 507500010  | SUCRALFATE 1 GM TAB   | \$27  | <input checked="" type="checkbox"/> | 4/1/2021     | <input type="checkbox"/> | <input type="checkbox"/> |

Workflow Notes

| MRN#   | Date      | Note  |
|--------|-----------|---|
| 131965 | 5/27/2021 | I called her and she was not home need to follow up |
| *      |           |   |



# Results - Thru 10/15/2021



# 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?

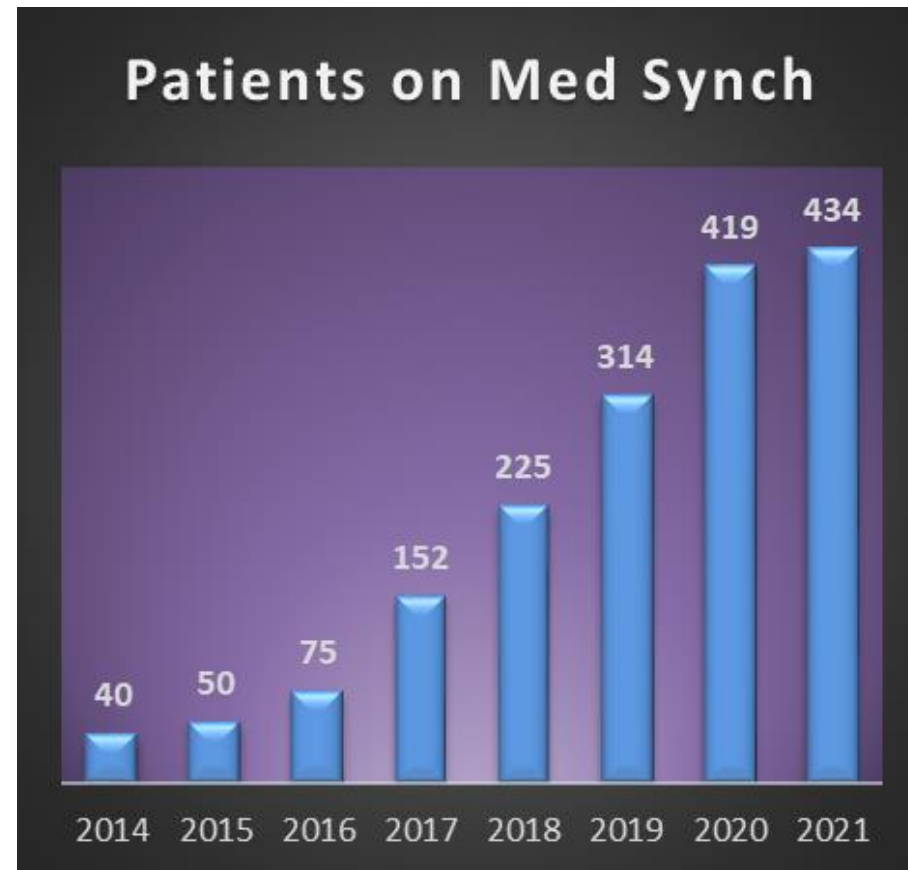
-Providers and patients



## 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



# 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



| Est. % Net Marg   | 55%        |              |              |              |              |              |              |
|---|------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Annualized Revenue and Net Margin By Capture Rate for Patients with 5 or more prescriptions |            |              |              |              |              |              |              |
| % Capture   | 10%        | 15%          | 20%          | 25%          | 30%          | 35%          | 40%          |
| Revenue   | \$ 975,465 | \$ 1,463,198 | \$ 1,950,930 | \$ 2,438,663 | \$ 2,926,396 | \$ 3,414,128 | \$ 3,901,861 |
| Est. Margin   | \$ 536,506 | \$ 804,759   | \$ 1,073,012 | \$ 1,341,265 | \$ 1,609,518 | \$ 1,877,770 | \$ 2,146,023 |



# Thank You!

Keith Sinay

[Ksinay@healthpointchc.org](mailto:Ksinay@healthpointchc.org)

## Q&A

Submit focus topic ideas to  
[bljones@nachc.org](mailto:bljones@nachc.org) or  
[tmallett@340Basics.com](mailto: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 31<sup>st</sup> 2-3pm ET

**\*Cultivating Health Center Operations Training:** April 19-20<sup>th</sup> (Virtual);  
Registration is OPEN!

**ARE YOU LOOKING FOR RESOURCES?**

Please visit our website [www.healthcenterinfo.org](http://www.healthcenterinfo.org)



**HEALTH CENTER  
RESOURCE  
CLEARINGHOUSE**



[Twitter.com/NACHC](https://twitter.com/NACHC)



[Facebook.com/nachc](https://facebook.com/nachc)



[Instagram.com/nachc](https://instagram.com/nachc)



[Linkedin.com/company/nachc](https://linkedin.com/company/nachc)



[YouTube.com/user/nachcmedia](https://youtube.com/user/nachcmedia)

