



# PARTNERING WITH US INJECTS PHARMACIST CAPACITY AND INNOVATION INTO YOUR PRACTICE *all with NO UPFRONT EXPENSE*



How you promote medication adherence and manage complex medication regimens among your high-risk patients is a critical factor in your population health strategy. Today, about 10% of all health-care spend is on prescription drugs, and yet, as much as 60% of this spend is wasted by poor patient compliance and other factors. This leads to higher rates of adverse events, hospitalizations and escalating and ultimately avoidable medical expenses – all of which directly affect the profitability of your risk bearing and value-based contracts.

Providers, PBM's, technology vendors, and others have all attempted to address patient adherence. However, the impersonal and even adversarial relationship between patients and benefit administrators - who are exclusively focused on efficiency - coupled with the time shortages faced by providers and their staff mean that patients are reliant on the retail environment for pharmacy counseling. At the same time, there is an acute shortage of pharmacist capacity across all retail settings. Pharmacists are typically too busy dispensing prescriptions to conduct adherence counselling or other clinical services – services which deliver between an **8:1 to 12:1 reduction in overall healthcare costs per invested dollar**.

This is where RxLive comes in. We serve as an extension of your practice and as a true partner. In collaboration with you and your staff, our pharmacists reach out to patients requiring higher touch interventions – such as MTM - and conduct 1 on 1 consultations over our **HIPAA-secure video chat application** or over the phone. During these consultations we:

- Review all existing medications,
- “Prescribe” a strategy that addresses the patient’s medication adherence needs,
- Act as an advocate and coordinate changes across the individual’s providers and pharmacy network,
- Integrate caregivers and loved ones into the adherence process,
- Reinforce and promote other wellness and quality initiatives,
- Assess out-of-pocket expenses and identify opportunities to save the patient money, and
- Follow-up to ensure any changes are working

## The Bottom Line...



- 10% of all hospitalizations result from inappropriate drug use
- Direct pharmacist intervention has been shown to improve compliance by 70% and,
- Reduce inappropriate drug use by 25%
- Pharmacist integration automatically addresses 7.5% of your MACRA/MIPS score
- Direct pharmacist intervention leads to an 8:1 reduction in overall healthcare costs

## ABOUT US:

RxLive is a network of exceptional, experienced, clinical pharmacists who counsel patients over a private and secure videochat platform or over the phone. We work directly with pharmacies, employers, providers and other healthcare organizations to provide in-depth counseling, education and concierge pharmacy services. A hallmark of our process is a focus on motivational interviewing, relationship building and understanding and solving the social determinants of non-compliance.

### Taking the time to do it right is essential ...



Motivational Interviewing



Demonstrating empathy



Active listening



Coordinating with multiple providers



Investigating and solving financial challenges



Leveraging and promoting technology

## WHAT WE DO FOR YOU:

We work collaboratively with your staff to roll-out this unique and innovative service that will:

- Improve patient adherence
- Reduce inappropriate use of high risk drugs
- Improve coordination between providers regarding the complex regimens of high risk patients at and post discharge
- Address gaps in your PCMH or other Advanced Payment Model strategy
- Account for 50% of your 2018 Continuing Practice Improvement Activities (CPIA) scores under MIPS
- Ultimately improve the profitability of risk- and value-based contracts

## WHY CHOOSE RXLIVE:



### People

Each of our pharmacists has a doctorate in pharmacy (PharmD) from one of the nation's leading pharmacy schools. They all have years of experience and are up-to-date on the latest trends and advances in medications.



### Process

We take a wholistic approach that emphasizes not only the clinical, but also financial, motivational and behavioral factors that drive non-compliance.



### Technology

We are the only video chat/telehealth provider partnering with independent practices today. Our platform is certified, compliant, secure and patient-friendly.



### Value

Our partnership model, coupled with how we recruit pharmacists ensures the best experience for you and your patients, at the best rates. With no upfront expense, there is no risk to trying our services today.

# CONTACT US

Visit us online at [www.rxlive.com](http://www.rxlive.com) or email us at [mark@rxlive.com](mailto:mark@rxlive.com)