



RxEOB: Empowering Patients through Communication

RxEOB supports millions of people who are covered by health plans and pharmacy benefit managers with web-based software applications that improve their understanding of their pharmacy benefits – leading to better medication adherence, lower costs, and increased drug safety. RxEOB serves companies who manage over 45 million members and collaborates with each company to develop pharmacy-focused software applications used by both their staff and their covered members to communicate the value of accessing and using their pharmacy benefits wisely.

A recent interview by Dr. Minna Damani, Director of CanBiotech Innovations of Mr. Robert Oscar, CEO and President of RxEOB revealed significant trends with respect to patient communication and stakeholder engagement.

CanBiotech: There are a number of messaging options. Based on your organization's experience, are there preferences for particular messaging formats? Would this be dependent on the information type and messaging topic?

Robert: Yes we are seeing delivery format preferences in the early adopting clients. These clients are phasing in the new communication technologies. These implementations are early in their lifecycle

and we expect there to be some evolution in how the tools are deployed and used. This will be driven by (as you identified in your question) message topic and available contact information. For example, many health plans are just beginning to acquire cell phone numbers (text), email addresses, etc. and therefore often choose to use several communication methods so that at least one will get to the member. Early on, the more popular messaging formats were, in-fact, email and print with secure message through mobile and portal products following. SMS text is just beginning to be utilized. These tools have even been assembled with other tools to drive acquisition of permission to switch from paper notifications required by CMS to alternative, electronic delivery...go green programs, if you will. At the same time, we are capturing phone numbers, email addresses, permissions and preferences for communication method.

CanBiotech: What feedback have patients provided with respect to the RxEOB platform? New opportunities, challenges?

Robert: The earliest programs are completely "opt-in" messaging programs (that is the information is actually requested by the member) so while the feedback so far has largely been either positive or neutral the information set is likely skewed to the positive because these folks actually preferred the communication. We need to continue to collect data on this subject. The opportunities are many and varied. They include timely clinical messaging; location of service identification (find-a-specialty provider functionality); save now messaging; wellness promotion. The list is practically unlimited. Regarding challenges, they often revolve around the data management. Such

as getting and maintaining contact preferences and phone numbers, email addresses etc., there is a need to work collaboratively with each client to build and maintain proper workflow and quality dataflow. In addition, we have built-in (and maintain and upgrade) systems to assure that the appropriate safeguards are in place to send the appropriate types of data, use the appropriate delivery systems in order to stay compliant with the letter and spirit of HIPAA (for example, that means no PHI over text etc).

CanBiotech: Can you please expand on the personalization of information provided based on health profile of the patient.

Robert: Absolutely, this is what our company has focused on for the last 15 years. That is, contextualizing information for a specific patient. That means making the information relevant to the individual patient, including demographic information, clinical information and benefit information. So informing a patient that there is a contracted expert specialty provider of their complex therapy in their area where the co-payment is a lower in-network amount for their benefit group can be very powerful. We believe the communication is most powerful when it has been designed to leverage their actual benefit information, their personal clinical history, where they live and delivered using their preferred method of delivery.

CanBiotech: What has been clinician response to patient engagement in your experience?

Robert: We have had no specific negative responses. Usually, physicians in private practice, while generally skeptical of

information generated by health plans, they do like patients who can share their formulary information on the spot. Many of the messages are either wellness related or adherence related, further, any information that can make the interaction with the physician in the office more efficient is more positively received. In the past, we have had health plan clients use the information we have managed for them to communicate with the physician and simultaneously with the patient. The goal is to persuade the patient to engage actively in their care.

CanBiotech: What are some of the positive patient based outcomes based on use of the RxEOB platform?

Robert: We are still gathering data on the systems. Our clients are using these tools in many ways and measuring the outcomes in many ways. They can be as simple as measuring adherence to therapy or monitoring the claims flow for changes in product selection after a communication, to more complex outcomes measures depending on the availability of additional data sets. We have seen patients move to preferred products within a class of medications, patients change location of service to in-network providers, be more adherent to their drug therapy as a result of a contact or message. The key is to help patients receive what they need. This is more than just going to the drugstore to get a prescription filled or a vaccine injected. It includes having an informed discussion with their doctor and pharmacist. Making sure they know what they are getting, why they are getting it, how to use it correctly, what to look out for and also, in the case of complex care, understanding how best to access their benefit. The measurements can

be performance vs. baseline, financial improvement, etc.

The RxEOB platform features a number of tools/apps to engage patients: A personalized member pharmacy info portal, the personalized mobile pharmacy benefits app, the member messaging service and platform, and the e-prior authorization application.



The My Drug Benefit portal allows a patient to print his/her medication history and other personal health information to share with caregivers. Aside from personalized medication savings and network pharmacy options, patients receive information regarding drug-drug interactions.



Patients can use this app to find savings on medication purchases. A patient can search for a drug using this app and receive a listing of medication options based on his/her pharmacy benefit, with savings calculated for each drug.



Through the messaging service and platform, patients receive emails, text messages or messages via the associated app regarding refills or a change in pharmacy. The app aims for faster member reach, faster response rates and increased patient satisfaction through the integration of personalized data into preferred communication channels.



Through the E-Prior Authorization Application, caregivers and pharmacy benefit managers can reduce waiting time for patients through e-PA submissions with the goal of increasing adherence to prescribed medicines by reducing delays at the POS/retail pharmacy.

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