



Specialty Pharmacy

Company Description

The client is a leader in the provision of comprehensive pharmaceutical care solutions, including pharmacy benefit management services and the delivery of specialty medications by mail.

Application

Prescription refill notification and delivery scheduling.

Key Business Challenge

The key challenge facing this organization was how to automate the process for re-ordering and scheduling of shipments of specialty medications and supplies to chronically ill patients. Achieving this would enable the client to assign customer service representatives to other value-added initiatives without increasing staff levels and costs.

Parus Solution

Parus has designed an application to call the client's chronically ill patients and use a speech-based interface to schedule the delivery of the patients' medications.

The health of these patients, suffering from such illnesses as cancer, multiple sclerosis, and HIV, is dependent on these medications, so timely delivery is critical. Patients generally have multiple prescriptions and refill dates are difficult for the typical patient to track consistently. Because these medications are typically expensive and often require refrigeration, it is critical that they be delivered when and where the patient is available to receive them.

In calling approximately 1,500 patients per day, the Parus solution meets HIPAA requirements by confirming whether it

has reached the patient, or whether it has contacted another person, a wrong number, or an answering machine. The powerful speech interface converses with the patient to determine which of over 500 medications and supplies need to be refilled and to negotiate a delivery date that meets the patient's schedule. And if a co-payment is due, the billing module can charge it to the patient's credit or debit card.

By providing real-time status of each day's calls and the ability for the client to control the rate of calls, the client is able to optimally balance the outbound scheduling calls with their call center activity. And the periodic reporting capability allows adjustments to be made to better meet the client's and patients' needs.

With the Parus solution, the client can continue ensuring their patients receive the medications when required while being able to redeploy their call center resources to other areas that will improve their patient services.

Competitive Alternatives

A provider of DTMF-based prescription scheduling applications.

Reason for Choosing Parus

This pharmaceutical care provider chose Parus in part due to the flexibility afforded by our Integrated Service Creation Platform (ISCP). Moreover, the client required a solution that would fit with how they did business, and not require them to modify their processes to accommodate the application. The ability of Parus' Professional Services team to work hand-in-hand with the client to develop a solution that exactly met their needs was a strong contributing reason for their choice.