



Elevate Your Game: Payer Pharmacy Partnerships to Improve Quality Performance

April 3, 2025

Webinar Logistics

- **Send us your questions.** Use the “Q&A” feature at the bottom of the screen to send speakers your questions throughout today’s presentation.
- **Today’s forum is being recorded.** A copy of the slides and recording will be shared with PQA members within a week.
- **Give us your feedback.** A quick survey will launch at the end of today’s webinar.

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Our Speakers



Kevin Boesen

SVP, Payer Market



Julia Johnson

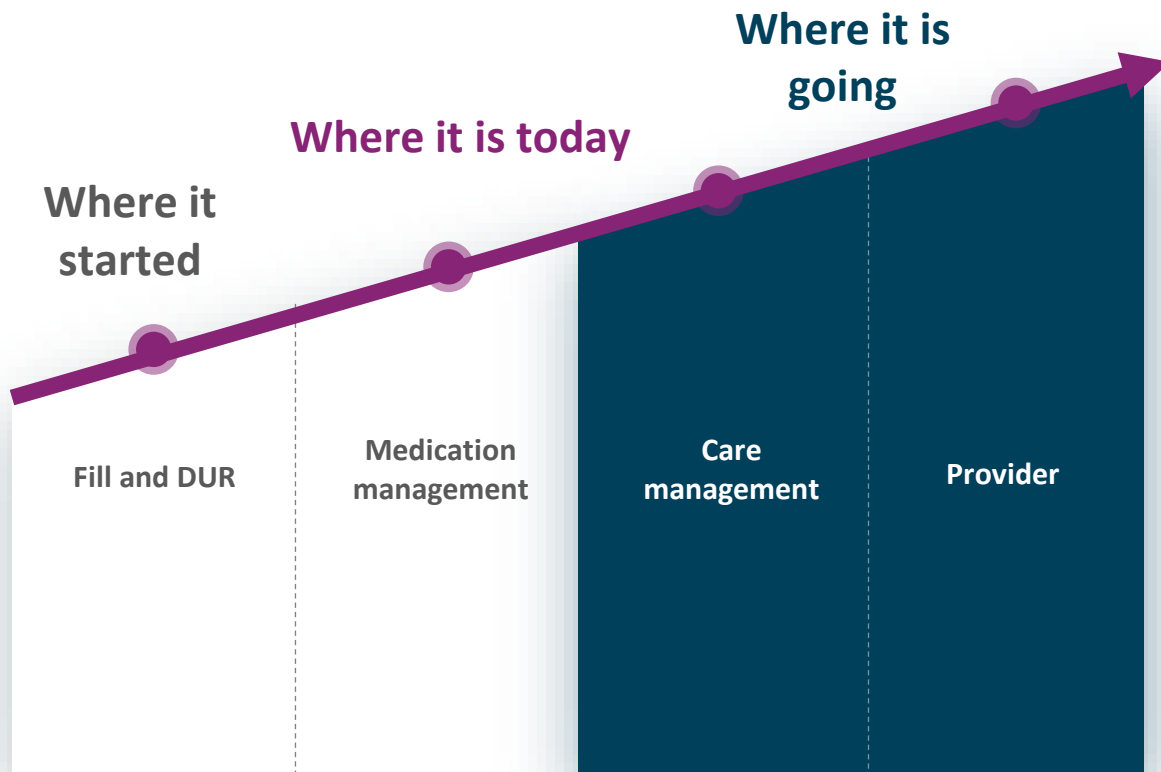
Account Executive



Lisanne Holley

Quality Program Manager

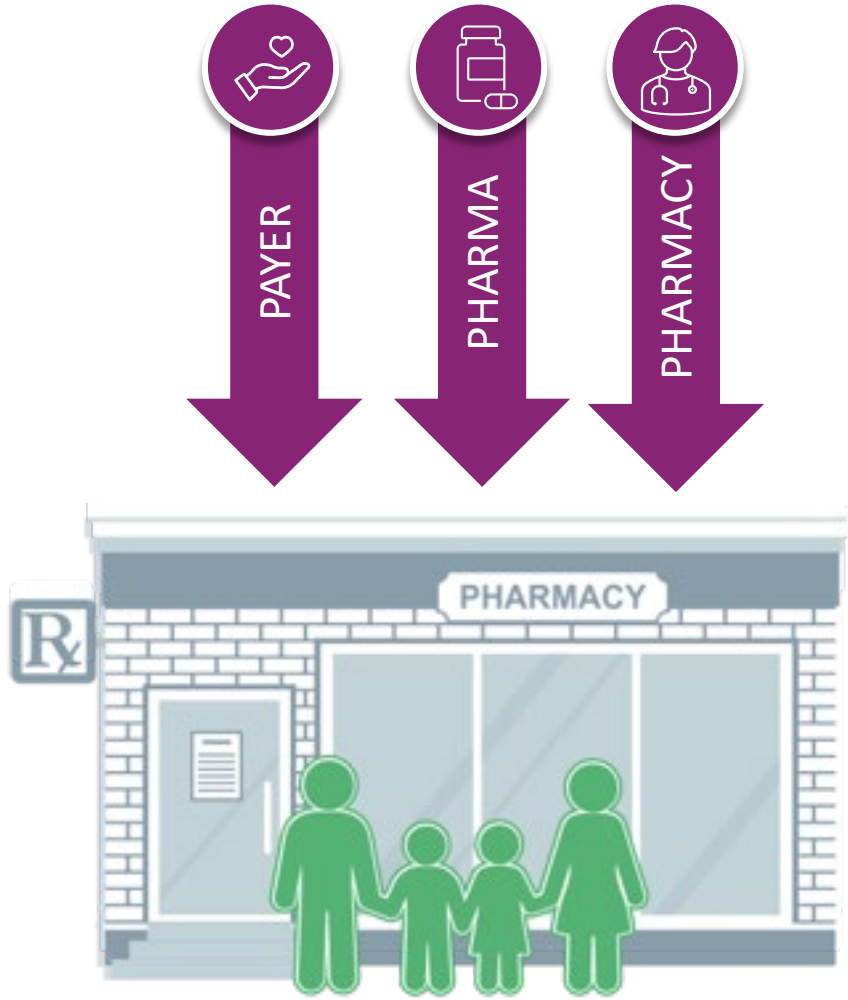
Pharmacist evolution



Engaging pharmacists

- ✓ **35 visits/year** by Americans to the pharmacy (10x more than their PCP)
- ✓ **9 out of 10** Americans live within 5 miles of a pharmacy
- ✓ **Expertise**, as healthcare's medication expert
- ✓ **Growing physician shortage**, is expected to reach a deficit of 124k by 2034

Connecting Care



Leverage the Largest Pharmacy Network
Powered with Clinical Technology

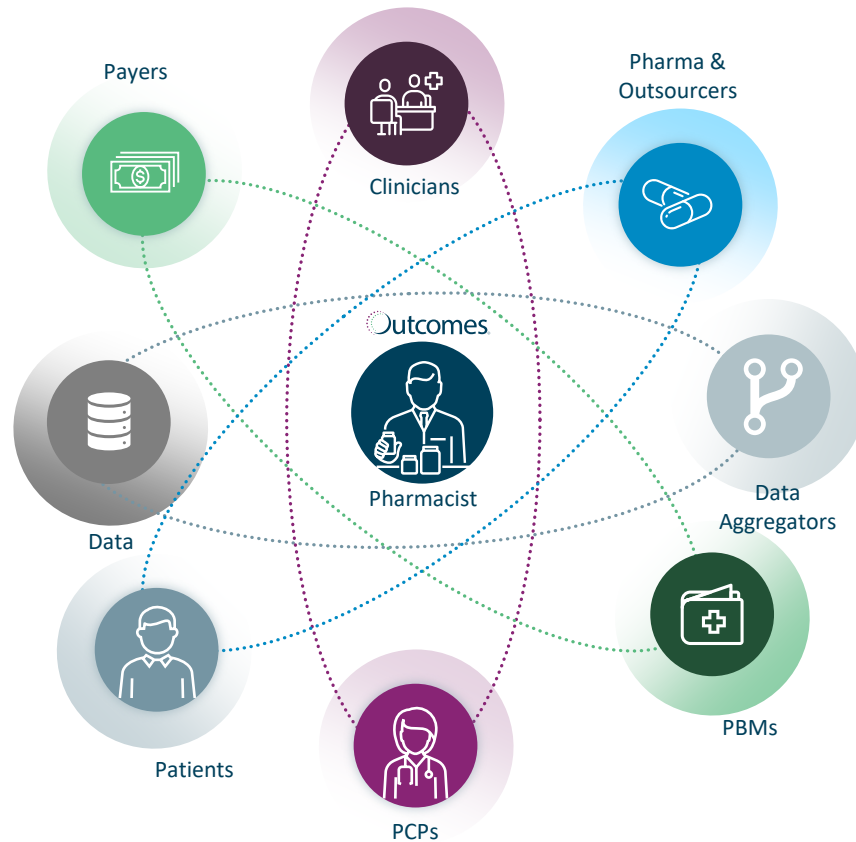
Network + Technology

- ✓ 47 years across pharmacy and 20+ years within MTM
- ✓ One platform, multiple engagement channels
- ✓ 65k contracted pharmacies
- ✓ 20k+ daily clinical platform users

Outcomes at-a-glance

Outcomes

Fully Integrated Software Platform, Delivering Value Across the Healthcare Ecosystem



Pharmacies



- Optimize workflows to allocate time for high value clinical work
- Empower the ability to activate care delivery with aligned incentives and outcomes

Payers



- Expansive coverage of lives and pharmacists to activate engagement at the point of care
- Multi-channel communication to optimize delivery

1

MTM Services

Medicare, Medicaid, Commercial

2

Targeted Interventions

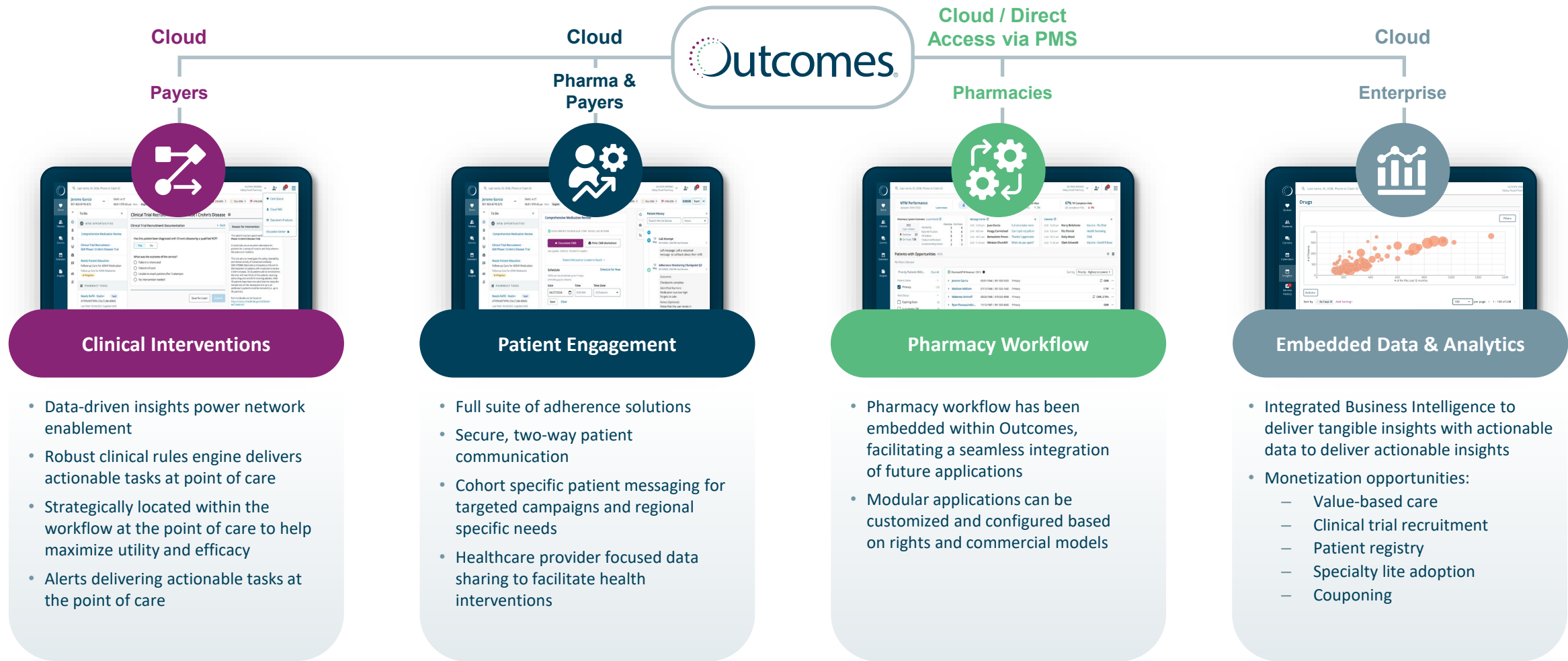
Star, HEDIS, drug cost, specialty

3

Provider Status

Medical billing, test and treat, collaborative practice

Integrated Platform



Pharmacy Use Cases

- Data-driven insights power network enablement
- Robust clinical rules engine delivers actionable tasks at point of care
- Strategically located within the workflow at the point of care to help maximize utility and efficacy
- Alerts delivering actionable tasks at the point of care

- Full suite of adherence solutions
- Secure, two-way patient communication
- Cohort specific patient messaging for targeted campaigns and regional specific needs
- Healthcare provider focused data sharing to facilitate health interventions

- Pharmacy workflow has been embedded within Outcomes, facilitating a seamless integration of future applications
- Modular applications can be customized and configured based on rights and commercial models

- Integrated Business Intelligence to deliver tangible insights with actionable data to deliver actionable insights
- Monetization opportunities:
 - Value-based care
 - Clinical trial recruitment
 - Patient registry
 - Specialty lite adoption
 - Coupons

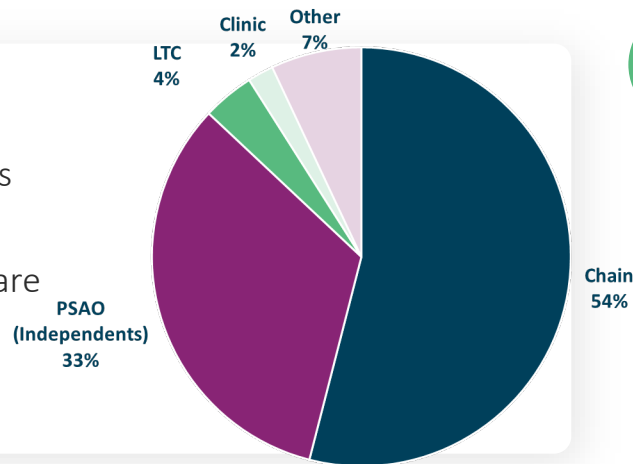
Cloud platform with modular applications enabling seamless activation and rollout of ongoing innovation (e.g. upcoming Cloud PMS)

Pharmacy Network

Powered by Outcomes

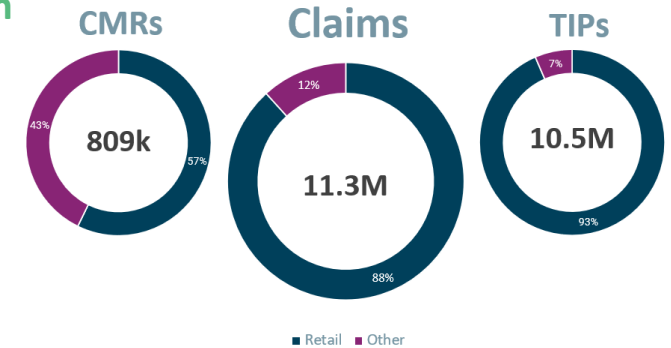
1 Network composition

- 65,000+ contracted MTM centers across the network
- 96% retail pharmacies in the US are contracted



2 Channel breakdown

- Retail is a significant driver
- 70%+ increase in claim submission vs. previous year



3 Pharmacist-led intervention

- Engage consumers through personal, one-on-one conversations with their pharmacist
- Initiate fact-based conversations for consumers **hesitant about vaccination**

NEEDS PATIENT EDUCATION - IMMUNIZATION

Patient Name: Jane Doe
 Targeted Medication: BRAND
 Prescriber: Dr. Phil | Ph. (555) 555-5555

Reason for Intervention
 This patient has demonstrated non-adherence to BRAND. Proper education upon initiation of a new medication has been shown to increase adherence rates.

- Educate the patient about the importance of taking this medication properly.
- Ensure the patient can communicate why and how they use the medication.
- Confirm the patient understands the value of the medication.

Click here for a brief overview about BRAND.

Note: If the patient is not administering their own medication or is no longer on the targeted medication, submit the TIP as an intervention received.
 The TIP is sponsored by and paid for by (company full legal name).

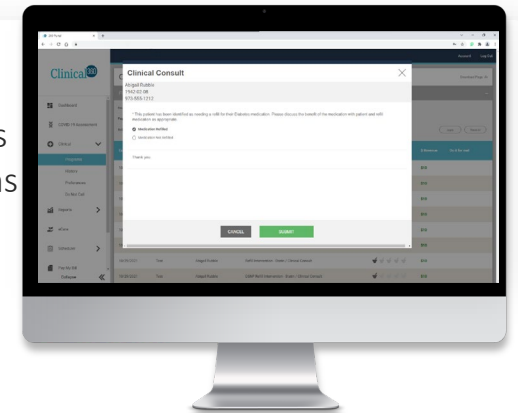
Is the patient in need of the education outlined in the reason for intervention section?
 YES NO

Action Needed
 Please counsel the patient as outlined in the reason for intervention section.

What would you like to do with this TIP?

4 Value to Pharmacy

- Premium capabilities for business optimization and growth solutions
- Strong NPS user experience
- \$172M+ back into pharmacy



Recent Session Brief

What type of programs, solutions, or type of engagement would you like to see delivered?

- How would people be identified?
- What does success look like?
- Any regulatory or compliance challenges?
- Innovation, Engagement, or Training changes or needs?

Goal: We should walk away with:

- Understanding what solutions Payers need.
- Understanding what services Pharmacies want to provide.



Points of View

Payers' challenges that were highlighted during the focus group largely centered on need to reduce costs while improving Star and HEDIS scores. Community pharmacies are an important resource to improve patient and provider engagement.

Focus areas:

- Asthma measures
- Pediatric health outcomes
- Screenings for A1c and Blood Pressure readings
- Smoking cessation initiatives
- New Star measures (opioid use and poly ACH)

Other needs:

- Patient and provider education about goals of therapy and tracking key metrics.
- Strategies to reduce pharmacy spend through formulary adjustment and dose consolidation
- Implementing psychiatric medication point-of-care testing

Pharmacies discussed the desire to support payers but emphasized critical challenges. Many of the challenges are associated with competing priorities and seasonality of tasks.

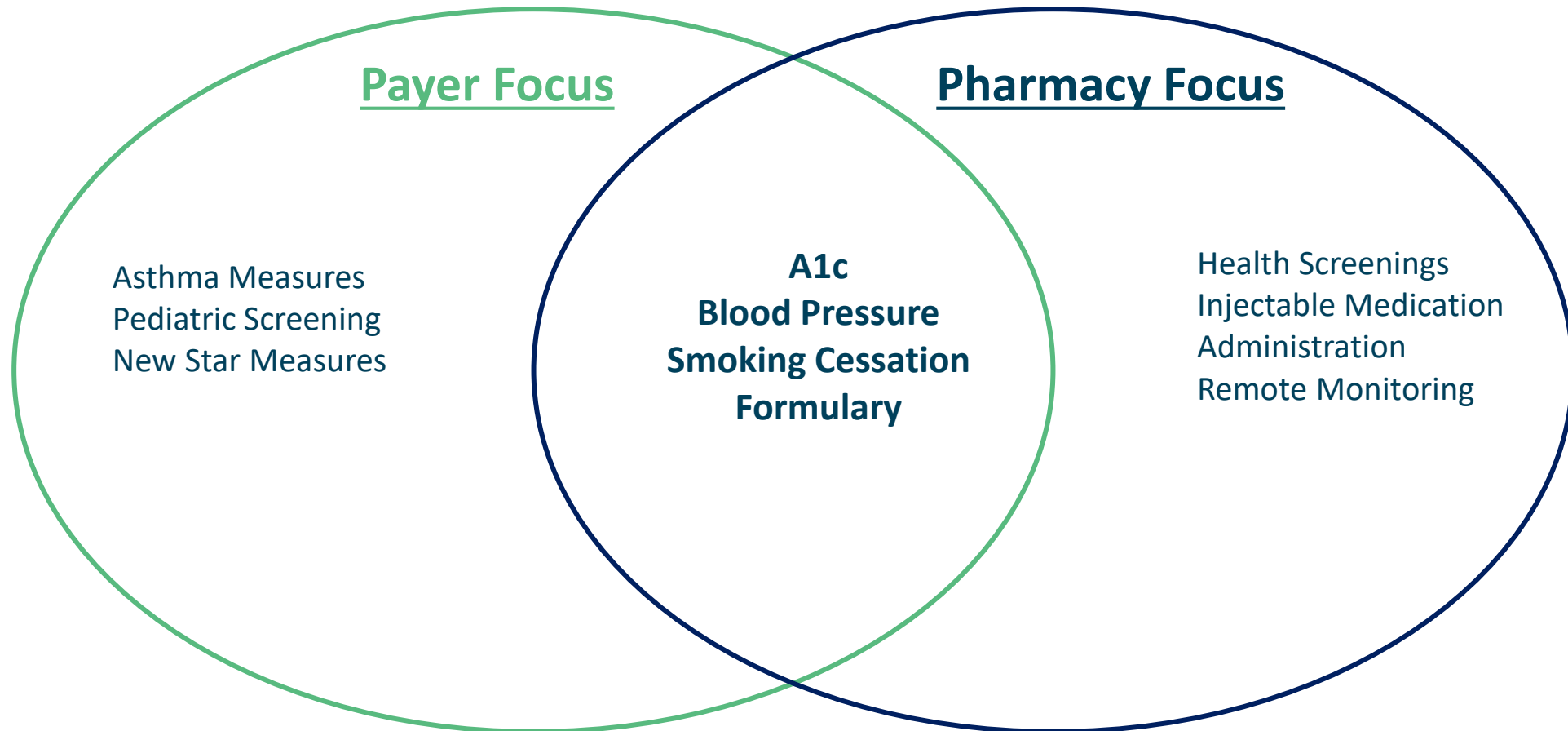
Clinical Service Focus Areas:

- A1c testing
- Blood pressure monitoring
- Formulary compliance
- Smoking cessation
- Health screening (e.g. colorectal cancer)
- Injectable medication administration
- Remote therapeutic monitoring

Challenges:

- **Timing:** Performance will improve with program consistency versus Q4 or end of year focused efforts.
- **Reimbursement:** Payment models should include both fee-for-service and value-based models. Payment should also consider changes needed to support training and workflow changes.
- **Awareness:** Payer promotion of pharmacy-based programs will improve patient engagement.
- **State/Federal Regulations:** Variations in laws limit the ability to scale some activities nationally.
- **Platforms:** Pharmacies reported continued challenges managing multiple platforms. Most time is spent in the dispensing platform with alternative platforms being secondary. Multiple platform use also limits data integration.

Areas of Overlap



 Outcomes

Featured products and capabilities

MTM Solution

Core components

- ✓ MTM Services (CMR or TMR)
- ✓ Multi-Channel Access
- ✓ DVA Support
- ✓ Data Processing and Management
- ✓ Software infrastructure (HITRUST CSF-certified platform)
- ✓ OnDemand Self-Service Reports
- ✓ Quality Assurance Program
- ✓ Provider Payment Processing



Access to the industry's largest and most trusted MTM professionals

- ✓ Pioneered the development of foundational frameworks, definitions, and industry standards
- ✓ Advocating for the future of MTM:
 - ✓ Regulation
 - ✓ Quality Measurement
 - ✓ Policy

We do the work

AI-Driven Clinical Insights Engine

Multiple data sources linking together for successful risk scoring, likelihood scores, audit automation, forecasting and predictive modelling-data



600+

different targeted interventions and **50+** disease states identified through Rx claim proxy



100%

maintained, and customized by Outcomes clinical pharmacists



Closing quality gaps

Engage: Test: Optimize

1

Health Test

- Blood pressure and A1c readings

Example: Controlling High Blood Pressure

2

Adherence

- New therapy consults
- Refill reminders
- Longitudinal adherence

Example: Antidepressant Medication Management

3

Disease State Education

- Lifestyle modifications, signs and symptoms
- Immunization status

Example: Diabetes Care

4

Therapy Optimization

- Add or change medications
- Medication Administration
- Cost-effective alternative

Example: SUPD and SPC



Adherence Programs

Built to optimize your Star Ratings strategy.

Supplemental

Specialized workflows complementing your overall adherence strategy

Payer or Outcomes Identified

Payer or Outcomes Targeted

Member

Member level at risk program designed to achieve targeted adherence outcomes

Payer Identified

Outcomes Targeted

Population

Comprehensive at-risk programs built to achieve population adherence goals

Outcomes Identified

Outcomes Targeted

Select your delivery channel (s)

Adherence: Spotlight with Highmark

Question: What led you to your role as a **pharmacist working to drive quality performance** within a health plan?

Adherence: Spotlight with Highmark

Question: What are the primary **advantages of a pharmacy-driven** adherence program?

Adherence: Spotlight with Highmark

Question: How have you integrated the several **adherence and member engagement** strategies effectively?

Adherence: Spotlight with Highmark

Question: What has driven **success for Highmark's Stars** program?

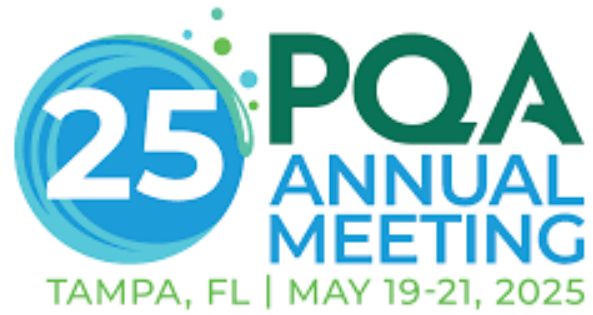
Adherence: Spotlight with Highmark

Question: What excites you most about the **impact of quality pharmacy programs** on the future of the **profession** and the **communities** they serve?

Thanks for attending!

Outcomes

Let's connect



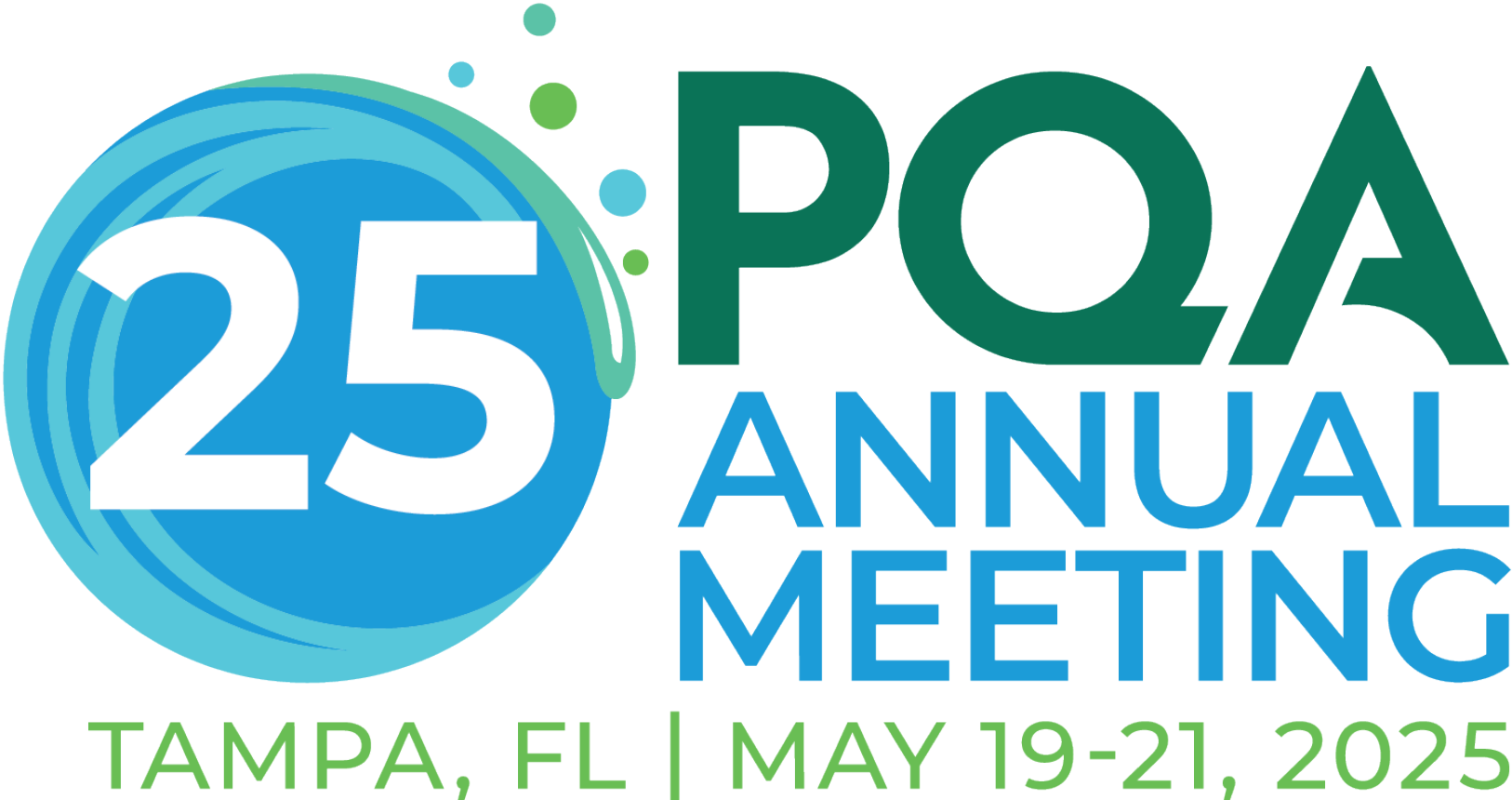
PQA Announcements

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The logo features a large blue circle with the number '25' in white. To the right of the circle are several smaller circles in shades of blue and green. The text 'PQA' is in a large, bold, dark green font. Below it, 'ANNUAL MEETING' is written in a bold, blue font. At the bottom, 'TAMPA, FL | MAY 19-21, 2025' is written in a green font.

25 **PQA**
ANNUAL
MEETING
TAMPA, FL | MAY 19-21, 2025



Medication Use Quality: A PQA Live CE Event

Monday, May 19, 2025

8:00 a.m.-12:00 p.m. ET

Tampa, Fla.

Pharmacists earn 0.4 CEU



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