The Benefits of ePrescribing in Building a Connected Healthcare

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Agenda

- Who is RxHub
- RxHub’s Role in Electronic Prescribing
- Where the Prescribing Industry Connects
What RxHub \textit{Is}

- RxHub electronically routes up-to-date patient-specific medication history and pharmacy benefit information to caregivers at every point of care. Our end-to-end solution enables physicians to prescribe the most clinically appropriate and cost effective prescription to be sent electronically to the patient’s pharmacy of choice. RxHub’s mission is to partner with all stakeholders in the prescribing industry to improve patient safety, increase workflow efficiency and reduce the overall cost of health care delivery.
- RxHub was founded in 2001 by the then three largest PBMs—Advance PCS (acquired by Caremark Rx), Express Scripts and Medco Health Solutions as a cost recovery model (not for profit) business entity.

What RxHub is \textit{Not}

- Not a provider of point-of-care (POC) applications. Instead, RxHub is an information provider to POC applications companies, who use the information to make their applications—however designed and deployed—more robust. Those POCs could be ePrescribing-focused, EMRs, or practice management systems.
- Not a handheld company. RxHub provides information that applications companies can deploy in multiple ways: on handhelds, on a desktop, printed out and stapled to the chart. The choice depends upon the POC’s strategy, not RxHub’s.
- Not a database of patient benefit information or medication history. RxHub has a database of minimal patient demographics used to match a patient to the PBM providing coverage. The patient eligibility and medication history reside within the systems of the PBMs.
RxHub Master Patient Index (MPI)

- Cornerstone of all RxHub transaction services
- Over 150 million active member records
- Only need limited demographics to match a patient
  - Last name, first name, middle name, suffix, DOB, zip code, gender
- Robust matching algorithms
  - Statistically sound
  - Tuned for performance
  - Tuned for minimal false positives
     - Expected probability of random false positive is less than 1 chance in 100 billion transactions
     - Over 14 million transactions process with no report of false positive match
- Routes the request to the appropriate data source
  - RxHub is NOT a database (member directory service)
  - RxHub does NOT house patient eligibility or medication history records
- Unprecedented in the health care industry

The Definition of ePrescribing

A process that goes beyond today’s current “writing” of a prescription. It incorporates a more comprehensive approach that involves:
- Access to information of clinical decision support
- Building (incrementally) of a patient database that is transportable and accessible to all parties deemed by the patient to require information in their care
- Long-term intention of realizing safety gains realized by the more integrated systems
- Reducing cost and increasing practice efficiency

It’s all about the information and how it’s utilized...
ePrescribing Industry Today

- Physicians write over 2.5 billion prescriptions a year.
- Physicians write a prescription from a mental drug list.
- Call to confirm prescription (over 150 million calls per year).
- Clarify handwriting - Dosage? Drug?
- Request changes if required based on benefits.
- Read script.
- Data entry script.
- Check eligibility.
- Determine benefit.

Electronic Connection-Physician to Pharmacy

- Electronic SCRIPT standard.
- Patient doesn’t have to carry paper prescription.
- Legible script.
- Reduced double data entry.

Remaining Issues:
- Formulary Compliance
- Eligibility
- Co-pay
- Wait time
Electronic Connection—Physician to PBMs

- Eligibility Known
- Formulary and preferred drug known at point-of-care
- Patient drug history
- Co-pay minimized
- Clean and legible script when printed

Remaining Issues
- Medications not submitted for payment by patient are not known by PBM
- Patient wait time remains high
- Pharmacy data entry still required
- Pharmacy competitive position on physicians' desktop

RxHub Provides an End-to-End Solution
**RxHub PRN:**
*Physicians Reducing Negative Events*

- Provides physicians in the ambulatory setting with patient-specific medication history and pharmacy benefit information at the point of care
- Prescribers securely access prescription coverage information from participating payers and PBMs, using their practice's technology
- Physicians will be able to:
  - Review patient concurrent medications and medication history
  - Check patient formulary and coverage information
  - Communicate through secure, point-to-point messages

**RxHub SIG:**
*Script Information Gateway*

- Provides direct, electronic delivery of a new prescription from a prescriber to the pharmacy of the patient's choice
- Enables pharmacy to send a renewal request or a change request to the prescriber and receive an immediate response
- Utilizes the NCPDP SCRIPT standard to:
  - Route new prescriptions from the prescriber to the patient's pharmacy of choice
  - Route renewal requests from pharmacies to prescribers
  - Route prescription change requests from pharmacies to prescribers
RxHub MEDS:
Medication and Eligibility Delivery Solution

- Provides physicians with access to up-to-date medication history for patients in an inpatient setting
- Streamlines the acquisition and delivery of patient-specific information to help achieve safer outcomes
- Allows physicians to
  - Better avoid drug duplication and adverse drug events
  - Access information that assists with prescribing, assessing a patient's current health condition, and recommending treatment

Many physician technology vendors & healthcare entities are connected*

- A4 Health Systems
- Allscripts
- Aetna
- Anthem
- Aultcare
- Axolotl
- Barnes Jewish
- Beth Israel
- Boston Medical
- Bond Medical
- Caremark Rx
- ChartConnect
- Cerner
- Cleveland Clinic (using Epic)
- Cigna
- DrFirst
- eClinicalWorks
- Emerson Hospital
- Express Scripts
- eRx Network
- First Health
- Gold Standard Multimedia
- HealthRamp
- Health Systems Research
- HealthVision
- InstantDx
- iMedica
- iScribe
- Kryptiq
- Lighthouse
- MA Share
- McKesson
- MDAnywhere
- Medco
- MediNotes
- Medisware
- MedPlexus
- MedPlus (Quest Diagnostics)
- NewCrop
- NextGen
- Phytel
- Relay Health
- Regenstrief
- RxNT
- RxRite
- SafeMed
- ScriptRx
- Spring Medical
- Synamed
- UNC Health System
- Wellogic
- Zix Corporation

* This is not the universe of entities connecting, but those already working with RxHub & SureScripts.
What are the Right Questions to Ask?

- Features/Functions
- Long term migration capability
- Hardware/Architecture
- Services/Support
- Costs

The time is now!

- The Medicare Modernization Act is promoting eprescribing
- PBMs and Payors are ready
  - PBMs and Payors representing over 150 million lives are able to share plan information, medication history, eligibility checks through RxHub's network
- Technology Vendors are responding to industry demands
  Thousands of physicians are connected today and vendors representing tens of thousands of physicians are establishing connectivity, RxHub is processing more than 1.9 million transactions per month.
- Neutrality and Choice are critical
  - Physician choice of therapy and patient choice of pharmacy
RxHub: Working for the Entire Industry

- Working to improve patient safety and reduce medication errors and adverse drug events at every point of care
- Providing clinicians with access to critical information so they can make safer and better informed decisions
- Promoting open industry standards to maximize interoperability
- Increasing efficiencies and reducing costs for all industry participants.