

CASE STUDY: Transitioning Top 30 Pharma PAP Program



THE SITUATION

Top 30 brand name manufacturer was experiencing excessive dispensing and enrollment backlogs, billing inaccuracies, daily prescriber & patient complaints with their previous PAP vendor. The manufacturer was seeking to eliminate a 3,000+ enrollment backlog, of which 1,800+ were Medicare re-enrollments delayed greater than 60 days. Eliminate the current two-week turnaround time and overall inaccuracies in enrollment documentation. Manufacturer wanted significant improvements to data transparency. Manufacturer expected a more patient-centered approach



THE CHALLENGES

- ▶ Improve Data Quality, eliminate Reporting inaccuracies
- ▶ Eliminate the Medicare re-enrollment backlog within the 1st month
- ▶ Reduce turnaround time for benefit verification
- ▶ Improve Call Handling, 80% of calls answered within 30 seconds
- ▶ Improve Enrollment processing to within 2 days
- ▶ Order fulfillment 95% of requests dispensed within 2 days
- ▶ No gaps in patient therapy as a result of the transition



THE KNIPPERx SOLUTION

- ▶ Leverage technology to improve patient journey and turnaround times
- ▶ Implemented “Knipper Rx Cares PAP Ecosystem”- providing a fully integrated end-to-end solution
- ▶ Automated Real-Time Benefit Check
- ▶ Implemented patient patient-driven option for checking enrollment PAP status through IVR
- ▶ Established an urgent fax line to prioritize specific products
- ▶ Utilized KADABRA (Knipper’s Proprietary real-time data & analytics platform
- ▶ Redesigned manufacturer website to include eligibility tool to reduce the number of denials
- ▶ Established a 3-week Hypercare period post-launch with the previous vendor, external hubs, and manufacturer to ensure a complete transition of patient data



THE RESULTS

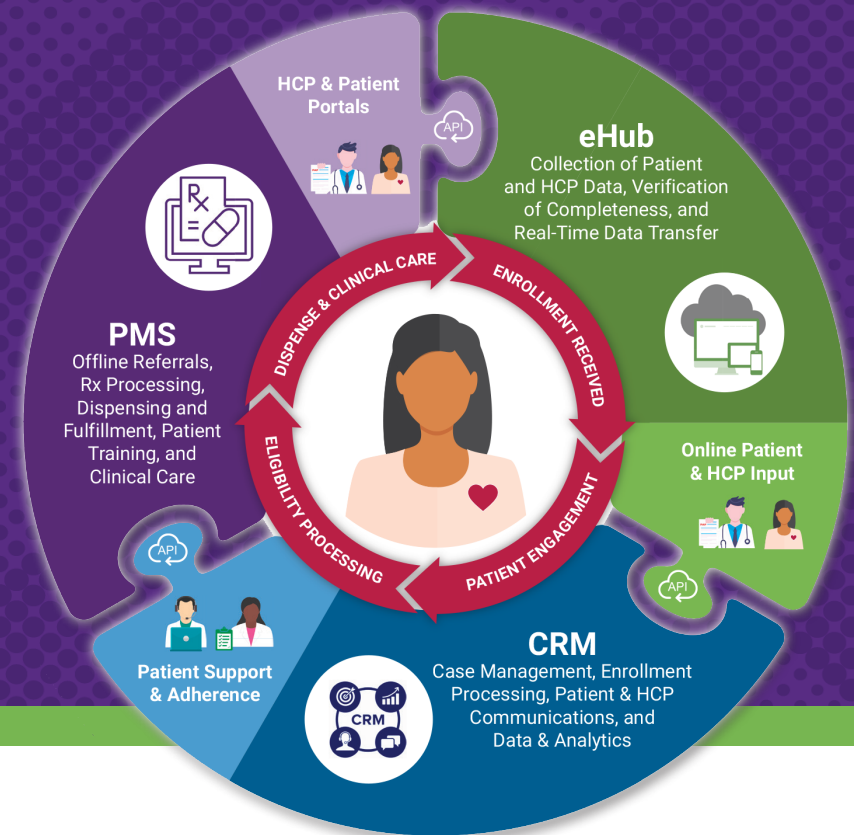
- ▶ Transferred 16,750+ patients
- ▶ Transferred 16,000+ enrollments
- ▶ Transferred 18,250+ RXs
- ▶ No Gaps in Patient Therapy
- ▶ Reduced enrollment processing TAT by 80%
- ▶ Reduced PAP Approval to Dispense TAT by 65%
- ▶ Processed a backlog of 3,000 enrollments within 5 days
- ▶ Reduced daily phone calls by 11%
- ▶ Maintained an abandonment rate of less than 3%
- ▶ Increased dispensing accuracy to >99.8%
- ▶ Reduced prescription reships by 44%
- ▶ Reduced annual Med-D re-enrollment period by 20 days
- ▶ Eliminated manual benefit verification processes

KNIPPER RX CARES TECHNOLOGY ECOSYSTEM

KnippeRx Cares™

NON-COMMERCIAL PHARMACY SOLUTIONS

Powered by the
KnippeRx™ Technology Ecosystem



Knipper Rx Cares Patient Journey

DAY 1

DAY 2

DAY 3

ONGOING CARE

