

Bringing data to life *for progressive pharmacy benefit management*

In the highly competitive landscape of the pharmacy benefit management (PBM) industry, ensuring success is heavily dependent on having significant points of differentiation. For Catalyst Rx, a progressive PBM headquartered in Las Vegas, Nevada, a blend of clinical expertise and innovative technology provides that differentiation and delivers better financial outcomes for its clients.

“Pharmacy benefit management is so much more than claims processing,” said Amy Hagood, Pharm.D., clinical pharmacist with Catalyst Rx. “Catalyst considers itself unique from other PBMs because of our clinical expertise and our focus on academic detailing with physicians. The process and systems that we had in place, however, were inefficient to quickly and accurately identify inappropriate prescribing, which is where we have always focused our efforts.”

To streamline processes to identify targets for intervention, Catalyst Rx partnered with MedInitiatives. MedInitiatives provides Catalyst with the technology infrastructure and decision support applications to deliver web-based analytics and business intelligence for use in pharmacy program management, clinical evaluations of claim data, disease management intervention and compliance monitoring.

“Prior to partnering with MedInitiatives, we did not have the ability to analyze data and monitor formulary compliance or identify patients for disease management programs,” Hagood said. “We needed a decision support system that could provide us with detailed reporting in order to take that information to not only the client but the physician to impact costs and prescribing behaviors.”

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Amy Hagood, Pharm.D.
Clinical Pharmacist
Catalyst Rx

Through systematic evaluation of claims data, MedInitiatives’ technology enables Catalyst Rx staff to identify outliers or “exceptional” cases where prescribing and utilization fall outside of the norm for increased focus on a population’s high-risk and high-cost members. Catalyst Rx staff can generate prescriber profiles; find non-compliant patients; perform cost and utilization analyses; and implement and measure disease management efforts to effect change.

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Beyond data transformation, interpretation and intervention, Catalyst Rx has a commitment to deliver a unique product/service to its clients. With MedInitiatives, Catalyst Rx provides its customers direct access to their data through a web-based application that can be accessed anywhere, anytime, from any desktop with Internet access.

“The flexibility of MedInitiatives’ technology is what makes this partnership so successful,” said Kevin Hooks, president, Catalyst Rx. “While we did not want to build the technology in-house, we needed a system that we could configure to our specific requirements so we could create a unique product for our clients that adheres to our corporate strategy and our brand.”

“As a result, we were able to create a proprietary technology solution that solved an age-old problem with reporting in this industry,” he said. “When we rolled out our solution to our clients, we immediately saw their excitement about the innovative options for information access and delivery. Using MedInitiatives as the underlying technology, in less than 60 days, we deployed our own private-label decision support tool and proprietary report formats to our clients via the Catalyst Website.”

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“Our clients recognize the uniqueness of this technology in the industry, as most of today’s PBM reporting systems are desktop applications that are complicated and have limited functionality for the end-user,” he said. “With this system, our clients do not have to wait for reports or data files to be delivered to them. They can access the information they need when they need it without having to download any data or maintain a desktop application. They are excited about having the ability to analyze Catalyst’s plan management efforts in various drug and disease categories and drill down to the most detailed information. End-users have control over the data they access with filters, preferences and date settings, which allows them to retrieve the information they need to conduct daily decision-making.”

MedInitiatives is an emerging market leader in the development, deployment and management of decision support systems that offers low-cost, rapid implementation of health care business intelligence technology. MedInitiatives technology streamlines reporting processes internally to deliver the information required by today’s savvy health care organizations. With MedInitiatives, on-line reporting tools move from the desktop to the Internet for anywhere, anytime access for end-users. Consolidating standard and customer-specific reports into a Web-delivered tool not only provides value to customers, it also reduces expenses and eliminates staff time spent running queries, producing reports and preparing data for transfer to each customer via CD-ROM or FTP for desktop applications.

MedInitiatives’ technology provides an integrated high-performance analysis environment that transforms “disparate” or different sources of data into actionable information for decision-making in formats that meet varying user-specific needs. MedInitiatives integrates data including pharmacy, medical, physician medical group affiliation, member primary care physician, specialty codes, formulary, and best care practice guidelines. Through the integration of data, a 360-degree view of each member emerges, which allows for truly coordinated care through factual information-based decision-making.

Under a value-added application service provider deployment arrangement, MedInitiatives delivers the latest technology as it emerges without the hassles, timelines and significant expense associated with building and maintaining the systems and application internally. MedInitiatives keeps each of its customers’ data warehouses current and in sync with the dynamic technology industry.

“Any clinical pharmacist grappling with these issues would benefit from this technology, and the pharmacists I have shared this with have never seen a system like this one,” Hagood concluded.