

# Data Analytics Enables Program Improvements and Faster Access to Therapy

How Lash Group leveraged data analytics to help break down barriers to specialty birth control for thousands of women.

THE CHALLENGE

Benefits verification (BV) is built into the framework for physician-administered specialty therapies for good reason: it provides patients with both access to leading-edge care and clarity around out-of-pocket costs.

Establishing comprehensive BV protocols helps align providers, payers and specialty pharmacies at every point along the therapeutic journey. But redundancies can bog down the process, leading to unnecessary delays that affect every stakeholder in the supply chain—particularly patients.

Company A, a pharmaceutical manufacturer partnering with Lash Group to offer an access solution for upwards of 900,000 patients receiving its birth control product, experienced such a challenge when providers reported ongoing delays in product fulfillment after initiating benefit verification and triage via an established hub. Lash Group's services on Company A's behalf included completing benefit verifications, reporting coverage to requesting providers, and triaging prescriptions to the appropriate specialty pharmacies. While all of these services were exceeding program SLAs, Lash Group needed to uncover what was causing the delay in fulfillment once benefit verification was completed in order to expedite product access for thousands of women.

Lash Group's ability to identify and resolve delays with specialty pharmacies made it possible for Company A to expand its pharmacy network and provide more options for patients and providers.

ACTION

For more than six months, Lash Group met weekly with each of Company A's contracted specialty pharmacies to identify and ultimately resolve the underlying causes of fulfillment delays. While the specialty pharmacies were not underperforming or failing to meet patient needs (they were performing standard checks and data entries in most cases), redundant processes were causing delays in therapy.

## Uncovering the Cause

Lash Group leveraged data analytics and discovered three primary issues:

1. Although the hub's Summary of Benefits (SOB) aligned with the program's service level agreements and met providers' needs, the specialty pharmacies were conducting their own benefit verifications to ensure a patient's coverage, thus delaying the triage and fulfillment in certain cases.
2. Although patients were already providing service authorization to the hub and pharmacy partners, specialty pharmacies were requiring an additional patient authorization to ship the product. This was creating an redundant touchpoint in the process and delaying fulfillment.
3. Specialty pharmacies were entering sub-statuses to document additional causes of delays—such as the inability to reach the patient—that were not getting captured by the hub.

## Process Improvements

Lash Group's operations team addressed each barrier through a multifaceted approach aimed at improving communications and data collection between the hub program, providers and pharmacies. As part of that strategy, Lash Group actively worked with specialty pharmacies to:

1. Update the SOB to include additional data so that specialty pharmacies could have more confidence in the patient's coverage, conduct faster benefit checks and fulfill the product sooner.
2. Remove the additional patient authorization and conduct business with offices who were easily reached during normal business hours, increasing speed to therapy and creating a seamless patient experience.
3. Import sub-status details into the CRM so they would appear on the hub. This enabled site and field contacts to proactively resolve issues before they led to delays.

*Specialty Pharmacies may be under legal obligation to conduct their own benefit verification as a standard practice.*

## RESULTS

Finding and removing the barriers to timely fulfillment helped Company A get their product to more women who needed it without administrative delays while enabling data transparency to resolve future roadblocks. The program changes:

- Boosted fulfillment rates by 11% from 2016 to 2017, and then by an additional 4% from 2017 to 2018.\*
- Provided actionable insights to modify the commercial strategy, expand the specialty pharmacy network and provide more options for patients and providers.

## CONCLUSION

While benefits verification remains an integral step in the specialty therapy access process, these insights show that redundancies can pose fulfillment hurdles and disrupt the patient experience. By taking a deep dive into the numbers, an analytics audit can help diagnose underlying challenges and expedite patients' access to life-changing therapies. An experienced hub services partner will balance analysis with action to help improve patient outcomes.

## ENSURING SUCCESS

- Analyze program data to assess the impact of inefficiencies that create barriers to patient access.
- Work with specialty pharmacies to understand their unique challenges and create actionable solutions.
- Prioritize data transparency to identify and proactively resolve future roadblocks.

Find out what else is possible at [lashgroup.com](https://lashgroup.com) or call 1-800-357-5274.

\*Lash Group data

## WORKING CLOSELY WITH SPECIALTY PHARMACIES

Lash Group worked closely with Company A's network of specialty pharmacies to create a benefits verification process that enabled faster patient access to therapy. This included:



**Weekly meetings with specialty pharmacies**



**Communication and awareness of policy changes**



**Enhanced CRM data that accounted for pharmacy updates**



**An updated Summary of Benefits that provided additional details**



**Removing barriers and superfluous touchpoints that caused delays**

