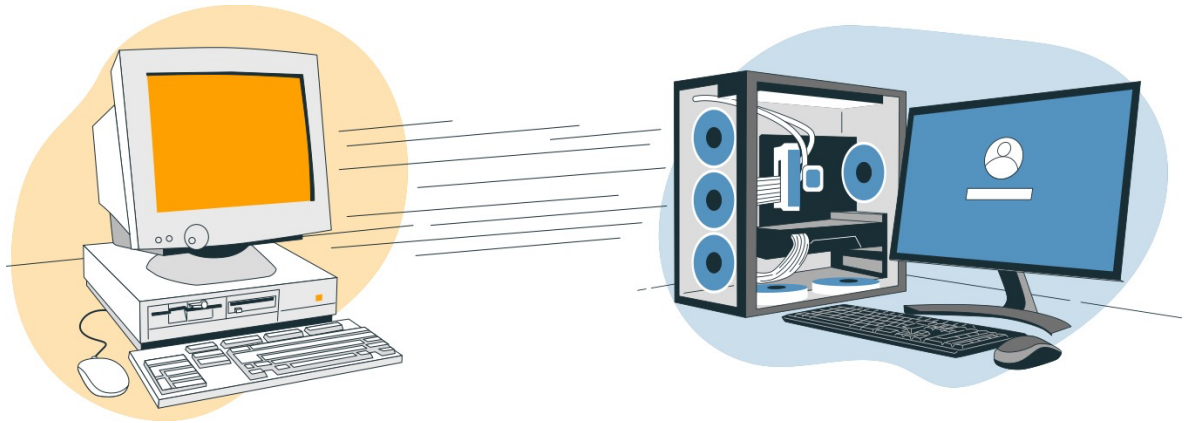




**AffirmedRx**  
PUBLIC BENEFIT CORPORATION

# Leveraging Modern Technology for Seamless Pharmacy Benefit Management: **A Case Study in Proactive Member Care**

# ARx Case Study



## Industry Challenge and Existing Solution:

The current challenge in the pharmacy benefit management landscape lies in the reliance on outdated, DOS-based, twentieth-century technology, which leads to ineffective results.

Pharmacy benefit managers (PBMs) often depend on rigid systems designed and built by engineers rather than clinicians, hindering high-complexity clinical decision making. The rapidly evolving medical evidence and subsequent medical policies further complicate the situation, making it challenging for outdated technology to adequately address these complexities and make needed updates quickly.

## Empowering Health Care with Hyperflexible Technology and Patient-Centric Solutions:

AffirmedRx's solution to an industry-wide lack of modern technology revolves around the combination of hyperflexible, modern technology and dedicated Patient Care Advocates (PCAs), leading to time-saving benefits for physicians, pharmacists, and members alike, - ultimately making their lives easier.

AffirmedRx takes a proactive approach, assessing member needs before they experience frustration, providing the best clinical options at the lowest net cost for their treatment, and guiding them towards the best possible outcome.

Our agile technology is health outcome focused and seamlessly integrates with various vendor applications, enabling us to meet twenty-first-century challenges with twenty-first-century solutions while staying true to our commitment to doing what's right - always.



### **Situation:**

During the onboarding process of a new client, AffirmedRx **encountered an issue** with printing this client's ID cards.

Despite approval from all parties, an error occurred in the benefit group number, leading to **incorrect information** being displayed on the cards.

This was an **unfortunate mistake**, but AffirmedRx quickly addressed the situation.

While **promptly ensuring the clients received accurate ID cards**, there was no disruption due to real-time system alerts.



### **Problem:**

The **incorrect benefit group number** on the printed ID cards could have caused extensive confusion and inconvenience for the members, health care providers and pharmacies.

Erroneous information on ID cards can **lead to claim rejections and delays in accessing essential health care services and medications.**

If not promptly identified and rectified, this issue could have resulted in **dissatisfied clients, denial of necessary medication and disruption across the board.**



### **Result:**

AffirmedRx's **advanced technology** solution and proactive approach to patient care played a crucial role in swiftly **resolving the solution.**

Thanks to the Patient Care Advocate (PCA) team and our **flexible technology** platform, any denied claims due to the incorrect benefit group were immediately flagged in real-time.

The PCA team efficiently contacted the relevant parties, including health care providers, pharmacies, and the affected members, providing them with the correct information so claims were **immediately** processed.

As a result of this efficient intervention, the impact of the printing error was eliminated, and **members could access their benefits seamlessly.**

**AffirmedRx reinforced its commitment to quality service and member satisfaction, demonstrating the importance of relying on cutting-edge technology to ensure smooth operations and positive client & member experiences.**

# ARx Case Study

## Modern Technology - A Crucial Component in Seamless Operations:

The incident of incorrectly printed ID cards highlighted the indispensable role of modern technology in pharmacy benefit management operations. Due to the printing error, claims with the incorrect benefit group number were initially denied, potentially disrupting members. However, before the printing issue was identified, the highly efficient PCA team proactively monitored and addressed rejected claims in real-time.

Utilizing advanced technology, the PCA team swiftly identified and flagged any declined claims due to the incorrect benefit group number. Without delay, they intervened by contacting the relevant parties, including health care providers, pharmacies, and members, to provide the correct information and facilitate seamless claim processing. This proactive approach ensured that members were not even aware of the claim rejections, as the PCA team's swift actions rectified the issues before any disruption could occur.

This incident underscores the paramount importance of leveraging modern technology in the pharmacy benefit management industry. By employing cutting-edge tools and systems, AffirmedRx not only rectified an unfortunate error efficiently but also demonstrated its commitment to exceptional member care and operational excellence. The use of advanced technology not only prevented member disruption but also showcased AffirmedRx's dedication to leveraging innovation to provide optimal solutions and experiences for their clients and members alike. As technology continues to advance, it will undoubtedly remain a critical component in driving seamless operations and ensuring unparalleled patient care in the pharmacy benefit landscape.

### Have you ever experienced issues with any of the following claim rejections?

Let us show you how AffirmedRx's modern, flexible technology makes these changes **seamless** and a **non-issue** for you and your members!

- ACA-mandated changes, forcing paper claims (example: Covid test coverage in January 2022)
- NDC changes
- Prior authorization requirements
- Refill too soon rejections
- Multiple pharmacy, double fill rejections and overrides
- Enrollment issues not showing in time
- Quantity Restrictions that should be valid

### About AffirmedRx:

At AffirmedRx, innovation lives in each relationship we have with our clients. We know the only one-size solution is ethical business practices.

Outdated, twentieth-century technology produces outdated, ineffective results. We know we cannot design innovative, customizable, best-in-class pharmacy benefits using cost-prohibitive, antiquated technology. That's why our technology solution is flexible, customizable, and totally state-of-the-art.

AffirmedRx is on a mission to improve health care outcomes by bringing clarity, integrity, and trust to pharmacy benefit management. As the only pharmacy benefit manager created by employers, for employers, we are committed to making pharmacy benefits easy to understand, straightforward to access, and always in the best interest of employers and the lives they impact.



## AffirmedRx – Patients Over Profits

[hello@affirmedrx.com](mailto:hello@affirmedrx.com) | [www.affirmedrx.com](http://www.affirmedrx.com) | [www.linkedin.com/company/affirmedrx/](https://www.linkedin.com/company/affirmedrx/)