

# Connecting Retail Clinics and Pharmacies to the Medical Home

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**HIMSS Meeting  
Cisco Customer Forum  
February 2014**

# A Pharmacy Innovation Company

## CVS Retail Pharmacy

7,400 stores, 5 million served daily  
69M households with ExtraCare® card



## CVS Caremark PBM

2,000 clients, 63M members,  
including 6M Med D, 8M Medicaid  
35M web visits in 2012

## Specialty Pharmacy

through 7,400 CVS retail pharmacies, 12 mail service pharmacies, therapy-specific CareTeams



## Clinical Innovation

Accordant Health Services  
Genetic Benefit Management  
Pharmacy Advisor®  
Behavior Change Research

## Mail Service Pharmacy

2 mail service pharmacies  
50M+ scripts annually



## MinuteClinic®

800 clinics, 17M patients served, affiliated with 27 major health systems— moving to 1800 clinics by 2017

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## Fortune 13 company: Resources and capital to innovate to improve care for our patients

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# ■ We Are Evolving into Connected Health As a Pharmacy Innovation Company

## Old Metaphor

- Pharmacy only did pharmacy
- Pharmacist only filled prescriptions
- Pharmacy was unconnected from the total cost of care
- Pro-active outreach to providers happened infrequently, by telephone

## New Metaphor

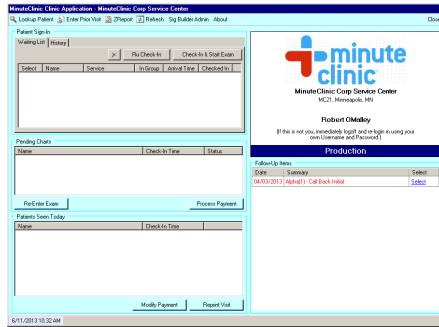
- Pharmacy now provides range of care
- Pharmacist advises and counsels patient
- Pharmacy can drive business insofar as it helps address cost of care
- Pharmacy information must travel seamlessly electronically to other providers

# ■ Landscape of Provider Connectivity

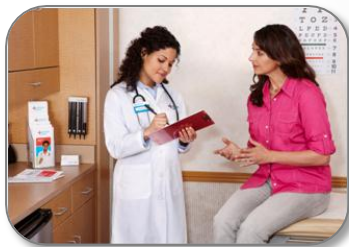
- There is increasing concentration in the Electronic Medical Record (EMR) industry, especially among organized providers
- Key competitors include: Epic, Eclinical Works, Allscripts, Cerner, GE Centricity, NextGen, Athena, Greenway
- For exchange of data there are several flavors:
  - Surescripts for prescription information
  - Bidirectional Work Flow vendors– Relay, Medicity, Siemens
  - Enterprise HIE developers– dbMotion, Relay, Axolotl, Medicity
  - Clearinghouses and other Portals– Navinet, Availity, CVSC
  - New EMR Collaborations: Commonwell
  - Home grown Neural Networks for PCMH– iCentric, Cozeva
- Meaningful Use 2 is driving new attention to connectivity

# Increased Connectivity Improves Patient Care

## Electronic Clinical Information Exchange



## Nurse Practitioner Treats Patient



## Patient Presents At MinuteClinic



## Nurse Practitioner Accesses MinuteClinic EMR

The screenshot shows the 'Medications' section of the MinuteClinic EMR. It lists 'Current Medications' with columns for Medication, Sig, Drip, Route, Start Date, End Date, Dose Comment, and Refs. The table contains two entries:

Medication	Sig	Drip	Route	Start Date	End Date	Dose Comment	Refs
ibuprofen 400mg ORAL TAB	Take one (1) tablet daily	30	0	9/26/2010			ORF
gabapentin 300mg ORAL TAB	Take one (1) tablet daily	35	2	9/26/2007			ORF

## MinuteClinic EMR Link To Health System

### Health System Patient Notes:

- Allergic to Penicillin
- Current medications
- Hypertension: needs BP check

# Minute Clinic Connected to Health System

## MinuteClinic EMR

### Connectivity Advantages

- Create virtual “medical neighborhood”
- Share clinical data
- Enhance quality of care
- Reduce duplication, expense



The screenshot shows a web-based interface for a patient's medication list. The title is "Medications" and it has tabs for "Current (Inpatient)", "Current", "History (Inpatient)", and "History". Below the tabs are "Refresh" and "Legend" buttons. The main section is titled "Current Prescriptions" and contains a table with the following data:

Medication	Sig	Disp	Refills	Start Date	End Date	DAW	Comment	D/C Reason
Biotin 5 mg ORAL Cap	Take one (1) tablet daily.	1	0	9/26/2010				ORA
eletriptan hydrobromide (RELMAX 20 MG TAB)	as necessary for headache	30	0	5/6/2008				ORA
cetirizine (ZYRTEC) 10 mg ORAL Tab	Take one (1) tablet daily.	35	2	9/26/2007				ORA

A red arrow points to the "eletriptan hydrobromide" row. At the bottom of the table, there is a note: "A strikethrough indicates a discontinued or expired medication." The footer of the interface reads: "Epic Care Link™ and PlanLink™ licensed from Epic Systems Corporation, Copyright © 2010. Patents pending."

Health system patient record Integrated



# ■ Minute Clinic Currently Relies On Surescripts

- Surescripts acquired Kryptiq to allow it to move data on the Surescripts network
- Minute Clinic approaches each affiliate about how and what information to share, with no two affiliates being exactly alike from an IT or legal/privacy perspective
- Legal issues seen as distinct by each affiliate
- Pace is beginning to pick up last few months after some substantial successes over the past three years with minimal investment
- Question is which is the best path?

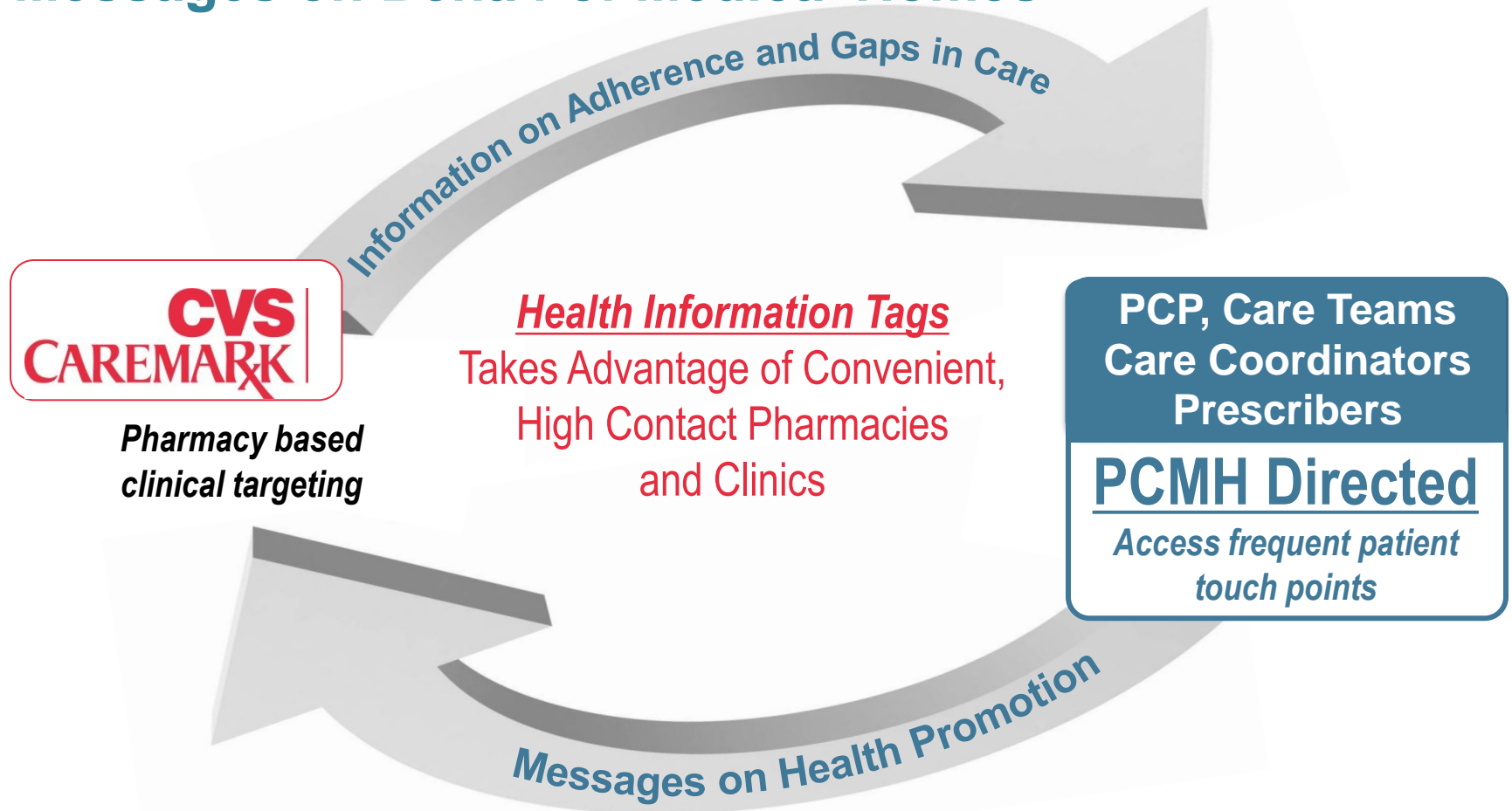


## Alternative Methods for Connectivity

- Use a highly prevalent EMR and rely on inter-company connectivity– *Epic or Athena play*
- Rely on HIE's to develop and use them to deliver notes and data– *Do they have a business model?*
- Presume that more EMR's will open their architecture to allow more data exchange--- *Is the CommonWell Alliance for real*
- Expect bidirectional work flow or Enterprise HIE connectors to evolve into full format inter-enterprise connectors– *Are Relay, Medicity, dbMotion and Axolotl serious alternatives?*

# Health Information Tags:

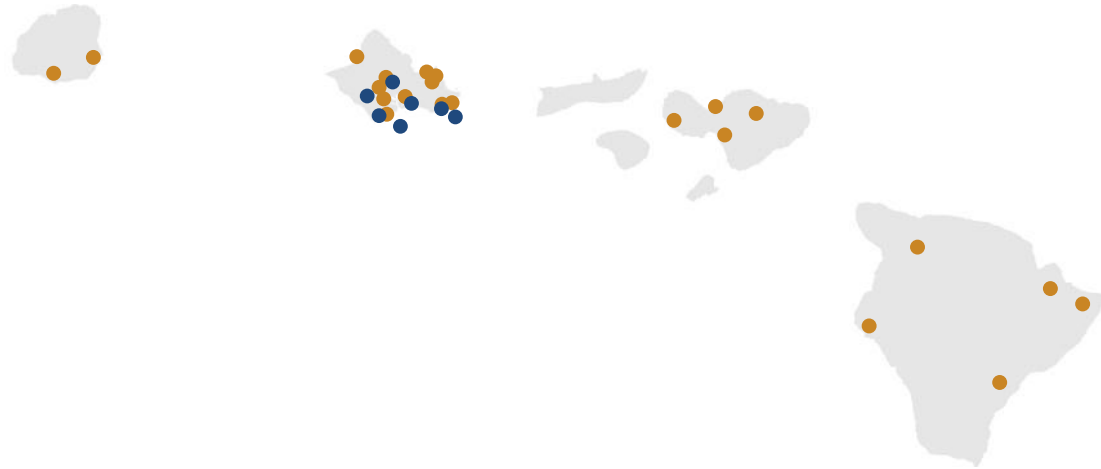
We Provide Information to Medical Homes, and Deliver Messages on Behalf of Medical Homes



# Pharmacy Benefit Data to Support Patient Care


HMSA (BCBS of Hawaii)  
has developed an advanced  
medical home program


**All Clinical Messaging Will Be  
Pulsed through Cozeva Neural  
Network**




- Delivering messages to Cozeva Based on PBM Analytics
  - Maintenance Choice Voluntary
  - Brand to Generic
  - Gaps in Care
  - Adherence to Medications and Vaccine Reminders
  - Working closely with HMSA and ARW (Cozeva developer)

# CVS Caremark Messaging Integrated in Cozeva





**Eligibility Information:** 

HMSA: [HMSA060518 \(PPP\)](#), Commercial  
HMSA: [HMSA123524 \(PPP\)](#), Commercial  
HMSA: [HMSA133234 \(PPP\)](#), Commercial


**Contact Information:** 

Tommie Kulis  
555 Main St.  
Hilo, HI 12345

 Tommie Kulis needs to sign up.

**Emergency/Alternate Contact:** 

**Recent Visits:**

Doctors : Jimmy Diaz (PCP)   
Daniel Spruce  
FAWN DENIS  
+ More

Last seen: 07/29/2012  
Last event: none

Summary

Referrals

Labs














Visits

Rx

Immunizations

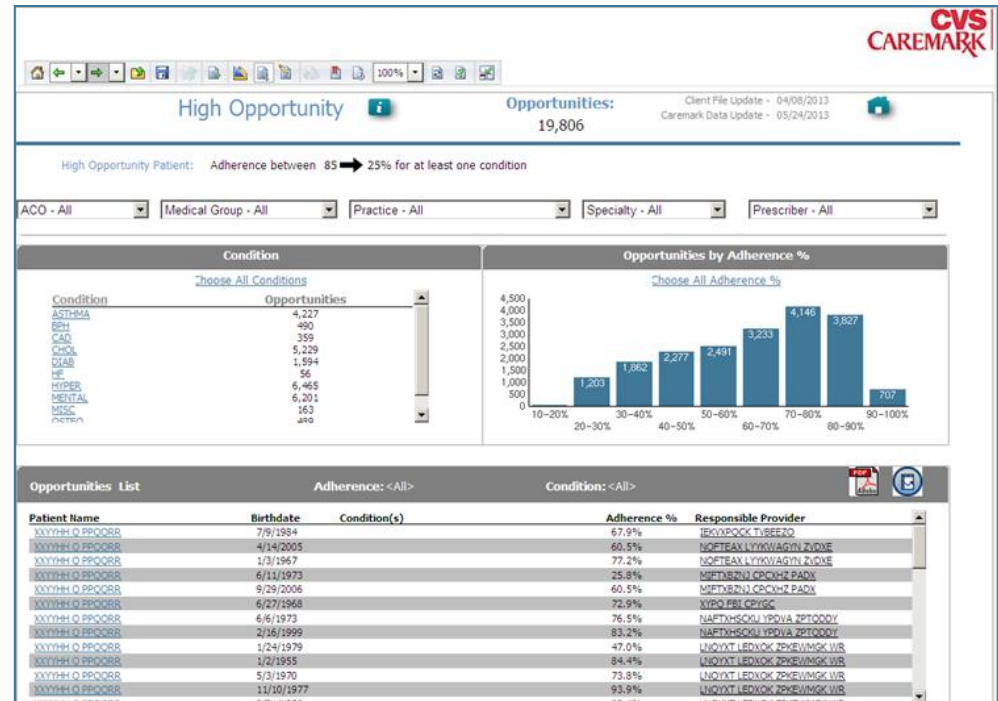
Claims

Records

Care Ops ( <span style="border: 1px solid #ccc; padding: 2px;">2013 Q3</span> )	Last Known	Result	Service Code*	Info
Rx Ops	Prescribing Physician		Prescription	Correct/Info
[+]  Cost Savings with 90 Day Fills	Dr. OSWALDO ENGELSMAN		ENALAPR - 5-12.5MG	
[-]  Cost Savings with 90 Day Fills	Dr. DANIEL SPRUCE		AMLODIPINE - 5MG	 
TOMMIE KULIS could save up to an estimated \$720.00 per year by changing the following prescription to 90 day fills:				
			AMLODIPINE - 5MG	
[+]  Cost Savings with 90 Day Fills	Dr. SANDY THAGGARD		METOPROLOL - 50MG	
[+]  Cost Savings with 90 Day Fills	Dr. RENATO GRABAU		FLECTOR 1.3% - FATEZ	
[+]  Cost Savings with 90 Day Fills	Dr. RAMIRO OSTERMANN		ATACAND HCT - 9A-ACCU	
[-]  Cost Savings with Brand to Generic	Dr. RAMIRO OSTERMANN		FLECTOR 1.3% - FATEZ	
TOMMIE KULIS could save up to an estimated \$720.00 per year by changing FLECTOR 1.3% - FATEZ to generic medications such as:				
			DICLOFENAC EC	

# Interactive pharmacy analytics tool supports ACO and Health Plan Medical Home Strategy

- Identify ACO or PCMH members for cost-savings, adherence outreach and therapy changes
  - “Who does my case manager need to reach out to today to improve adherence?”
  - “Which patients can switch to a generic to lower costs?”
- Plan-, PCMH-, or practice-level views
- Drill-down reporting for physicians and nurse/case manager



Sample report: Report specifics subject to change

## Pinpointing high-value patient outreach

# Health Information Tags: Pharmacist Responds to Provider Messages/Requests

- **Diabetes**
  - A1C tests
  - Blood Glucose Monitoring
  - Eye Exam
  - Foot Exam
- **Cardiovascular**
  - Blood Pressure Check
  - Cholesterol Test
- **Plan Benefit enrollment**
  - MTM programs
- **Vaccinations**
  - Flu, Pneumonia, Shingles
- **Wellness “Gaps”**
  - Cholesterol or Asthma

Pharmacist Informs Patient that Specific Test is Needed— Next Step Will be Referral to Minute Clinic, or Point of Care Lab Testing

# Future Innovations: Telemedicine

- Leverage industry-leading technology to help improve the coordination of care
- Large scale pilot from one Minute Clinic to another begins this Fall, with key being load leveling
- Will rapidly expand to new applications :
  - Connect MinuteClinic® providers directly with physicians
  - Enable physician consultation for members in rural areas or without adequate access
  - Facilitate patient consultations at employer locations



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## Further expanding access to primary health care

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