

Parkway Specialty Pharmacy Optimizes Patient Engagement and Productivity with Citus Health



Patients continue to press for more virtual care options from their healthcare providers to meet their increasingly digitally focused lives better. And as research tells us that timely, accurate delivery and care coordination make up 70% of patients' overall satisfaction, it is more important than ever for specialty pharmacies to deliver patient engagement solutions that enable a more patient-focused, digital experience. Parkway Specialty Pharmacy is one specialty pharmacy leading the way to innovate their patient engagement capabilities and expand beyond traditional communication methods.

Founded 10 years ago with only two employees, independent Parkway Specialty Pharmacy has quickly grown, now servicing an average of 1,200 patients per month across the U.S. and all its' core therapies, including self-injectable and specialty infusion medications and home and in-office infusions treatments. To best meet the demands of an increasingly digitally-enabled patient base, the Parkway leadership team knew they needed to incorporate more effective, virtual communications into their workflows. They were also looking to improve response times and gain better data insights to ensure faster and more accurate reporting for referral partners and manufacturers that would be critical to growing their business.

"Delivering on the promise of our patient-centric mission requires that we continuously look for opportunities improve our patient experience and extend our services and the data we can provide to ensure physician loyalty."

- ALAN BLEZNICK, COO, CSP, RPH, PARKWAY SPECIALTY PHARMACY



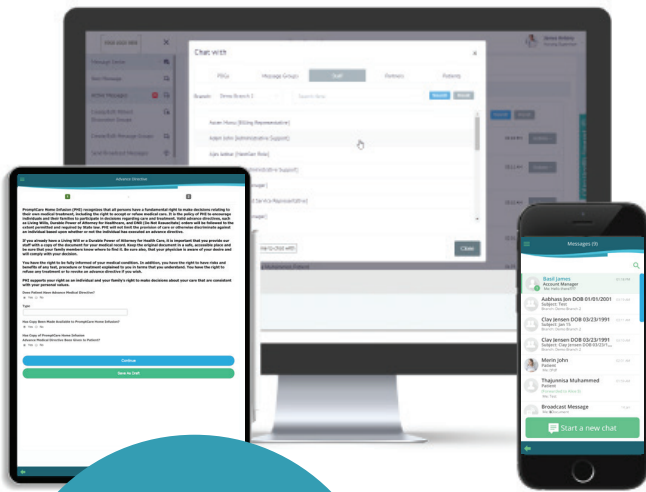
ABOUT PARKWAY SPECIALTY PHARMACY

Parkway Pharmacy is a URAC and ACHC accredited patient-centric pharmacy providing individualized, around the clock therapy management programs for patients with chronic and acute conditions. They make sure the patient understands the treatment they are receiving via hands-on education and guidance platforms. The pharmacy has built its' reputation on an unparalleled ability to coordinate each patient's care and quality of life, linking patient, physician and insurance provider seamlessly.

Comprehensive System of Engagement

Parkway Specialty Pharmacy turned to Citus Health to solve its patient engagement challenges, including reducing the number of follow up calls to patients to confirm deliveries and improving turnaround times for medication refills. Parkway implemented the entire Citus Health platform, which included:

- Secure instant HIPAA-compliant care team and patient messaging.
- Customizable electronic and app-less refill forms.
- App-less electronic signatures.
- Broadcast messaging capabilities to streamline communication of critical, time sensitive information.
- Auto-translation to allow patients to communicate in their preferred language.






"No other solution in the market compares to the comprehensive all-in-one solution that Citus Health offers. Citus is so well designed and addresses every aspect of our patient engagement and care team collaboration needs."

- ANTHONY SARDONE, PHARM.D, DIRECTOR OF CLINICAL OPERATIONS, PARKWAY SPECIALTY PHARMACY

the company's goal of receiving 50 percent of delivery confirmations within five days of the delivery. With the Citus Health platform's ability to obtain contactless, app-less electronic signatures on delivery documents, Parkway now has 75% of delivery confirmations within 48 hours, saving the pharmacy days of follow up and expediting reimbursement.

DIGITAL SOLUTIONS RESULTS TO DATE

-  **75%** Delivery confirmation received within 48 hours
-  **35%** Improvement in engagement to dispensing time without adding staff
-  **28%** Reduction in the number of total calls for refills and delivery coordination

Real-Time Digital Solutions Yield Big Results

One of the Parkway team's primary objectives in rolling out the Citus Health platform was to improve the response time for delivery confirmation forms and overcome the challenges of patients not responding to phone calls or voicemails. Leveraging the Citus Health messaging, customizable forms and app-less capabilities, Parkway Specialty Pharmacy made dramatic operational and patient engagement improvements, including exceeding

"We are thrilled that it no longer takes 3-4 phone calls to connect with patients about delivery confirmations and refills thanks to the Citus Health platform. Now instead of waiting for us to call about medication refills, we have patients proactively texting us they are ready for a delivery, making our job easier and ensuring better continuity of care."

- NANCY THORNE RN, MBA, MANAGER OF PATIENT CARE COORDINATION, PARKWAY SPECIALTY PHARMACY

START TODAY: Contact us at 800-863-9130 or visit CitusHealth.com

About Citus Health

Citus Health offers the only completely integrated virtual patient care platform solution that removes barriers to communication to immediately improve your patient experience. With built in HIPAA-compliant, secure features like auto-translated multilingual instant messaging, app-less signature, customizable forms, and on demand education center, the Citus Health solution enables real time communication between your clinical staff, care partners, patients and caregivers. For more information, visit citushealth.com.