

USE CASE: PURE INFUSION SUITES

Optimizing Financial Assistance to Drive Efficiency, Reach More Patients, and Decrease A/R



TAILORMED

Introduction

Infusion centers serve those with chronic, rare, and complex conditions by delivering high-quality, personalized care. However, while infusion therapy can be highly effective, it often comes with a high price tag. In some cases, patients may be required to pay tens of thousands of dollars per year for treatment.

Infusion centers are increasingly offering support to remove financial barriers and ensure patients have access to lifesaving, transformative medications. To their credit, many infusion centers have initiatives in place to find and enroll patients in copay and patient assistance programs (PAPs), grants from 501c3 foundations, and other resources.

However, in many cases, these initiatives are not fully optimized. Reasons include:

- **Inefficient processes** – An infusion center may rely on manual, decentralized, reactive workflows to find and secure assistance.

These time-intensive processes not only delay speed-to-therapy, but also result in significant overhead costs.

- **Staffing challenges** – Infusion center staff may lack the time and training to explore resources beyond copay cards and complete enrollment. With heavy workloads, staff may only be able to focus on resources they can secure quickly.
- **Narrow scope** – An infusion center's assistance program may not cover all eligible patients, across all diagnoses and insurance types.

To address these challenges, infusion centers must look for innovative solutions to reach more patients and act on more opportunities—in the most efficient manner possible.

The following use case highlights how infusion centers can leverage technology to maximize assistance.

Background

Pure Infusion Suites has a network of **43 locations** in **15 states**, providing services to patients with multiple sclerosis, Crohn's disease, rheumatoid arthritis, and other chronic conditions. The organization's mission is to provide superior patient experiences and to reduce healthcare costs.

Each location has a full-time Patient Access Coordinator who is responsible for reviewing patients' benefits and enrolling those with commercial insurance in drug manufacturer copay assistance. These efforts have been highly successful, with nearly all eligible patients enrolled in copay card programs.



At a Glance:

CHALLENGE

Pure was missing opportunities to financially serve patients with government-sponsored insurance. Medicare beneficiaries were at risk of nonadherence, and the organization faced mounting A/R. Pure also identified a need to standardize operations and improve efficiencies as its program scaled.

SOLUTION

Pure implemented the TailorMed platform to centralize and streamline financial assistance across its locations. The organization also deployed TailorMed's tech-enabled support service, TailorMed Complete, to effectively enroll Medicare patients in foundation funding and manage associated claims.

BENEFITS

- **Proactive identification** of Medicare patients eligible for assistance
- **Streamlined matching**, enrollment, and claims processing
- **Decreased A/R** thanks to foundation funding secured
- **Insights** to track program success

CHALLENGE

Limited Program Scope and Lack of Standardization

While the Patient Access Coordinators were effectively enrolling patients in drugmaker copay assistance, the team lacked the time and training to focus on other resources. For example, although copay card enrollment is generally simple and straightforward, foundation assistance requires a broader understanding of insurance benefits with specific eligibility criteria. The process is also more complex because foundation funds open and close quickly, sometimes within a matter of minutes.

Since only commercially insured patients are eligible for manufacturer copay cards, this meant the team was not assisting patients with government-sponsored plans. This included Medicare beneficiaries, who accounted for a portion of the organization's patient population.

As a result, Medicare patients were at risk of nonadherence due to their inability to afford treatment.

Because of its heavy focus on the patient experience, Pure Infusion Suites also faced mounting A/R. In addition, Pure identified a need for greater operational efficiencies as it continued to grow and expand. Processes, roles, and responsibilities were not clearly defined and varied between locations.

SOLUTION

Tech Power Plus People Power

Pure Infusion Suites implemented the **TailorMed Platform** to optimize assistance. Using data and predictive analytics, the platform's **Financial Navigation** module proactively flags patients in need and matches them with relevant cost-saving opportunities across 6,000-plus resources. It then automates and expedites enrollment. With real-time fund tracking, staff receive opening alerts, allowing them to enroll patients in relevant charitable funds before they close.

The organization also began utilizing the platform's **Pharmacy** module, a complete management system for free and replacement drugs, and **Insights**, which provides real-time reporting to track key performance indicators (KPIs).

The platform enabled Pure to centralize assistance processes across all locations. In particular, the technology automated patient matching to relevant resources, thereby reducing manual workloads for the Patient Access Coordinators.

Given that Pure had focused exclusively on copay cards, leadership saw a tremendous opportunity to proactively identify and enroll patients in foundation funds. This included patients who were enrolled in free drug programs but were eligible for foundation grants.

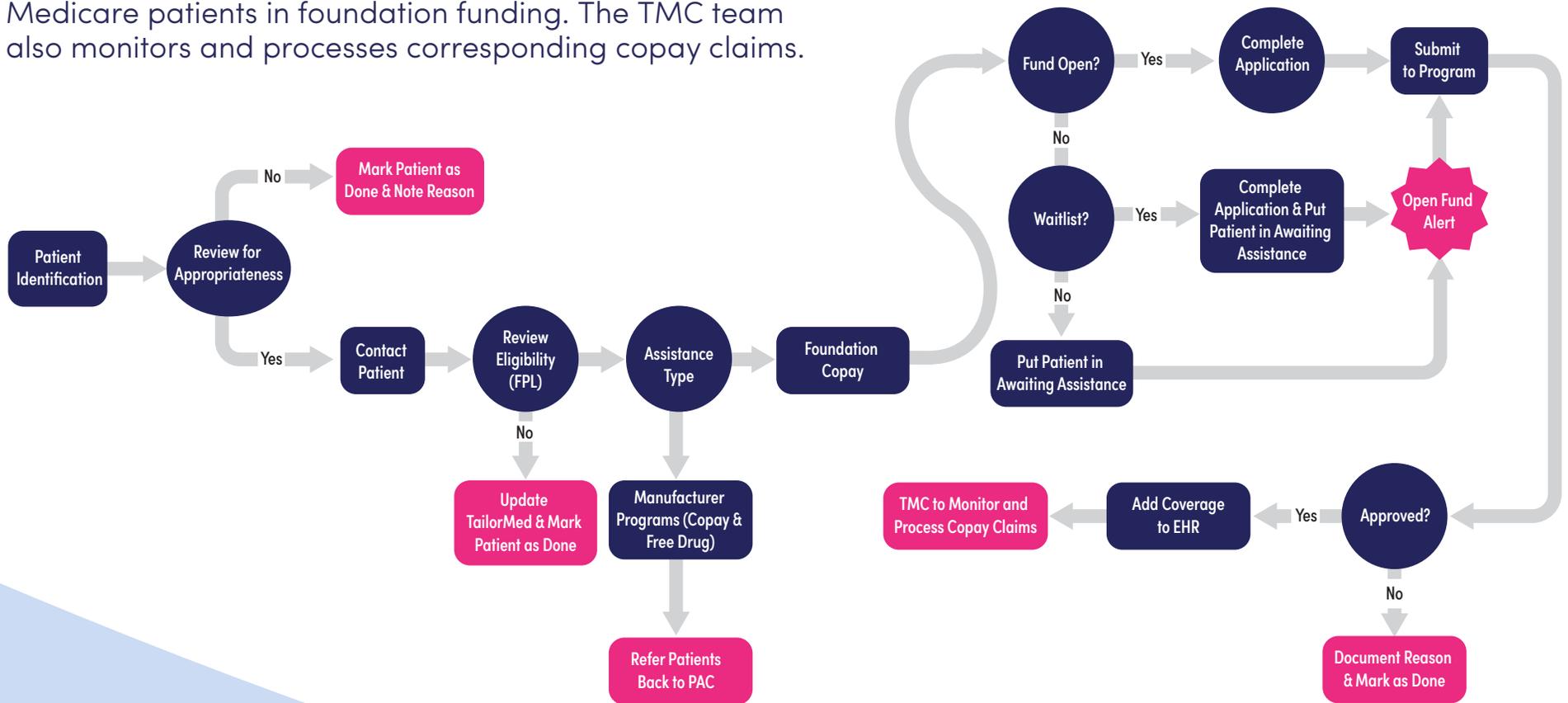
Recognizing that foundation assistance required in-depth knowledge of financial navigation, the organization also implemented **TailorMed Complete**. This service pairs TailorMed's technology solutions with its expert team of financial navigators. This remote team brings a combined 75 years of experience in various healthcare settings.

Pure Infusion Suites enlisted the TailorMed Complete team to help its Medicare patients access foundation funding. This combination of tech power and people power has enabled Pure to secure more assistance, while elevating the superior patient experience for which it is known.

WORKFLOW VISUALIZATION

TailorMed Complete

Using a consultative approach, TailorMed Complete (TMC) developed the workflow below to match and enroll Pure's Medicare patients in foundation funding. The TMC team also monitors and processes corresponding copay claims.



BENEFITS



Proactive identification of Medicare patients with assistance opportunities and matching to relevant foundation funds



Streamlined, standardized workflows for financial assistance enrollment and claims management



Decreased A/R as a direct result of foundation assistance secured



Greater efficiency and lower rates of burnout for staff already operating at full capacity



Business analytics to track success and illustrate value to executive leadership

“Through our partnership with TailorMed, the strides we’ve made in efficiently addressing the financial support needs of our federally insured patients have been nothing short of remarkable. The TailorMed team has not only expedited our workflow but has also provided us with the assurance that our financial support initiatives are in capable hands. We wholeheartedly appreciate their proactive approach, making our partnership not just a collaboration but a valuable asset to our practice.”

Holly Brewer

VP of Revenue Operations, Pure Healthcare

For more information, contact us at:

contact@tailormed.co

800.910.9801

tailormed.co

About TailorMed

TailorMed offers the nation's largest network of patients, providers, pharmacies, partners, and life science companies focused on ensuring all patients across all medical conditions can afford treatment. Driven by TailorMed's best-in-class platform, network constituents can proactively identify, match, and enroll patients in financial assistance programs to deliver a world-class patient financial experience while reducing the cost of care delivery and increasing revenues. TailorMed's secure, web-based financial assistance solutions are deployed across more than 1,000 sites of care including Providence Health, UnityPoint Health, Yale-New Haven Health, and Advocate Aurora Health, and pharmacies such as Walgreens Specialty Pharmacy. TailorMed also facilitates seamless, in-platform enrollment in assistance offered by Pfizer and other leading life science companies.

To learn more, go to tailormed.co.

About PURE Infusion Suites

PURE Infusion Suites, a subsidiary of PURE Healthcare, is a high-quality provider of infusion and injection therapy for those with complex chronic conditions such as rheumatoid arthritis, Crohn's disease, multiple sclerosis, and other chronic conditions. PURE works in a collaborative relationship with healthcare providers and specialists to help drive down the cost of healthcare and elevate the patient experience. PURE opened their first state-of-the-art infusion center in Billings, Montana in 2018, and currently has 43 locations operating in 15 states with multiple locations under construction across the US. PURE facilities are like nothing the industry has seen to date. PURE Infusion Suites facilities boast beautiful private suites with room large enough for visiting family and friends. The individual suites vary, some equipped for hosting young children and others designed for productivity with workstations. There are dark rooms for those that wish to relax and pass the time resting, snacking, or watching Netflix. Overall, the experience at PURE is tailored to fit the needs of each patient.

To learn more, visit pureinfusionsuites.com.

TAILORMED

 PURE[®]
INFUSION SUITES