

CASE STUDY

CoAssist: Digital Intake for more Meaningful Patient and HCP Interactions



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Challenge

A manufacturer of a multi-indication blockbuster drug was challenged with long turnaround times (TAT) and implementing scalable solutions that would reduce program headcount.

The mid-lifecycle product had well-established coverage, but still required prior authorizations (PAs), program enrollments and benefit verifications (BVs) for its skyrocketing patient population.

- ✗ Long turnaround times (TAT)
- ✗ Legacy technology
- ✗ Large FTE count
- ✗ High PA volume

Solution

AssistRx deployed a digital intake strategy to eliminate enrollment forms and kick-off automated, real-time e-Support Services at the point of prescription. HCPs e-prescribe from the EHR to CoAssist, AssistRx's digital hub solution, which uses the data included in the prescription to:

- ✓ Trigger patient e-Consent capture via text message, email, etc.
- ✓ Run Advanced BV (ABV) to return patient coverage and PA requirements in under 15 seconds
- ✓ Initiate PA requests via Advanced PA (APA) with payer decisions returned in minutes
- ✓ Immediately identify — and enroll patients in, if needed — the best affordability option
- ✓ Route the prescription for dispense accordingly

Results

This digital intake approach eliminated manual, time-consuming faxes and calls. Patient outreach TAT decreased from **19 minutes** to **12 seconds**, and **50%** of PA responses were returned within **1 hour**.

Ultimately, utilizing CoAssist increased speed to therapy from **12.2 days** to **3.7 days**, getting patients the medications they need faster and enabling better results.

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Informed access. Improved outcomes.

AssistRx has engineered the perfect blend of tech + talent to provide an advanced therapy initiation and patient support solution to improve patient uptake, visibility and outcomes. Our solution integrates technology and therapy expertise to advance patient therapy in a more efficient and effective manner—delivering informed touchpoints that simplify a complex system to enable better results for today's patients.



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