

Engaging patients to activate the retail pharmacy experience

How a non-profit hospital used the Get Well Meds to Go plan to deliver a best-in-class patient ecosystem



Challenge

A non-profit hospital located in the Midwest with over one million annual patients, established an in-house retail pharmacy for convenient prescription fulfillment services. The clinical staff at the hospital was seeking a digital platform that could reach, engage, and motivate patients to take advantage of their on site prescription fulfillment opportunity with an eye to the following impacts.

Goals were to

- Decrease hospital readmission rates
- Discharge patients with medications to improve medication compliance
- Educate patients about their medications
- Increase patient satisfaction with a convenient medication service at the bedside

Solution

To enhance the patient experience, expedite discharge, improve medication adherence, and reduce readmissions, the hospital implemented a Meds to Go program within the Get Well Point of Care Engagement framework. This innovative program facilitates patients in requesting medications directly from their bedside through SMART TV prompts, streamlining enrollment and notification to pharmacy staff. Medications are seamlessly delivered during the hospital stay, and a pharmacist visits the patient's room for personalized discussions, instructions, and addressing questions prior to discharge.

Measurable wins

On-screen prompting as part of the Meds to Go program promoted the use of the hospital's retail pharmacy.

\$67,158 in net pharmacy profit* in 2022

30% growth in net pharmacy profit over three years

Conclusion

Through implementing its Meds to Go program with Get Well, the hospital successfully activated patients in their care plans, creating a positive patient experience and growing revenue for their in-house pharmacy.

*Net Pharmacy Profit represents the patient copay plus insurance reimbursement minus acquisition cost of the medication.

Outcomes



Decreases readmission rates

All required medications are delivered before discharge, increasing medication adherence



Provides one-on-one counseling

A pharmacist meets one-on-one with the patient to ensure medication understanding during episode of care



Improves medication safety

Patients have a strong understanding of medication, dosage, and side effects



Lowers patient costs

Help patients find the most affordable medications

See how it works

