RelayHealth

RelayRx
Denial Conversion

From 2014-2016, two of the largest **U.S. Pharmacy Benefit Managers (PBMs) increased their exclusion lists by an average of 65%.** [1]

RelayHealth's Denial Conversion increases patient adherence for pharmaceutical brands with co-pay savings on claims that are not covered by a plan's formulary. If a claim is rejected as non-reimbursable, RelayHealth's Denial Conversion solution converts the rejected claim to a paid response and returns a specified patient co-pay and patient savings notification.

The prescription drug is then dispensed as prescribed, aiding in patient medication adherence. As a result, patients are more likely to leave the pharmacy with their prescribed therapies in-hand thus helping to increase brand market share and positively contribute to their overall well-being.

HOW IT WORKS

When the pharmacy receives a new prescription, a qualified NDC reject code '70' (product/service not covered) is initiated and Denial Conversion is automatically prompted. Denial Conversion is triggered in real time at the point of dispense as an automated, business-driven rule. The claim is then converted to paid at the pharmacy and RelayHealth becomes the primary payer, notwithstanding government plans.

BENEFITS

- Keeps patients on brand and reduces abandonment
- Improves patient medication accessibility
- Supports efficient pharmacy workflow and operations
- Increases patient satisfaction, acquisition and retention

For Pharmacies
- Dispenses drug while patient is in-store
- Reduces callbacks and dispensing workflow disruption

For Pharmas
- Grows market share for new brands without losing prescriber momentum
- Bridges formulary blocks for established brands while maintaining patient continuity of care and new patient acquisition

For Patients
- Receives medication or device immediately
- Increases satisfaction with treatment plan
- Improves medication adherence

For Providers
- Reduces callbacks and staff workflow disruptions
- Preserves prescriber drug choice and formulary independence thereby giving providers the freedom to prescribe medication that best fits a patient's needs

To learn more, contact a RelayHealth Solutions Advisor at 800.868.1309 or e-mail us at pharmacy.connections@ relayhealth.com

Health Connections Brought to Life™

www.relayhealth.com

Connect with us today!

1. Source: Tufts Center for the Study of Drug Development Impact Report, May/June 2016, Vol 18 No. 3.