



Case Study

Parkway Specialty Pharmacy Optimizes Patient Engagement and Productivity with MHALink™ powered by 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.

Comprehensive System of Engagement

Parkway Specialty Pharmacy turned to MHA and Citus Health to solve its patient engagement challenges, including reducing the number of follow up calls to patients to confirm deliveries and

"No other solution in the market compares to the comprehensive all-in-one solution that MHALink™ powered by Citus Health offers. The platform 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**

improving turnaround times for medication refills. Parkway implemented the entire MHALink™ powered by 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.

About Parkway 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.

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Real-Time Digital Solutions Yield Big Results

One of the Parkway team's primary objectives in rolling out the MHALink™ powered by 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 platform's messaging, customizable forms and app-less capabilities, Parkway Specialty Pharmacy made dramatic operational and patient engagement improvements, including exceeding the company's goal of receiving 50 percent of delivery confirmations within five days of the delivery. With the MHALink™ powered by 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.

"We are thrilled that it no longer takes 3-4 phone calls to connect with patients about delivery confirmations and refills thanks to the MHALink™ powered by 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."

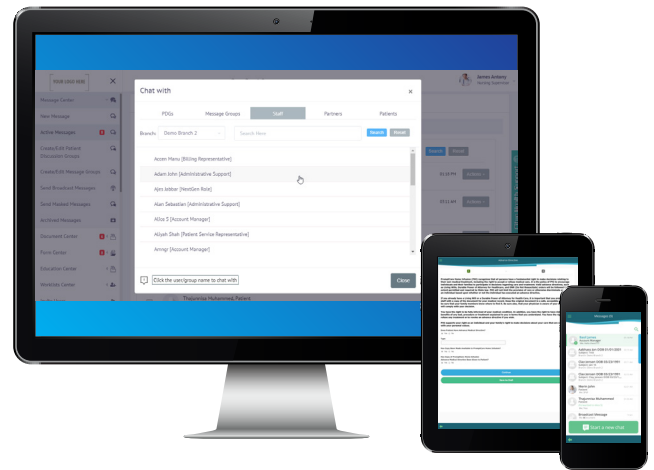
– NANCY THORNE RN, MBA, MANAGER OF PATIENT CARE COORDINATION, PARKWAY SPECIALTY PHARMACY

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



MHALink™ powered by Citus Health is a secure, HIPAA-compliant automated workflow and patient support platform that improves operational efficiencies and streamlines communications with patients, caregivers, and referral sources.

Managed Health Care Associates, Inc. (MHA) has entered into an exclusive partnership with Citus Health to provide members access to MHALink™ powered by Citus Health. MHALink™ is a trademark of MHA.