



CASE STUDY

## PUTTING ePA TO THE TEST:

Regional health plan increases  
provider adoption, reduces PA  
burden with CoverMyMeds

covermymeds®



## BACKGROUND

In Q4 2013 a large, regional health plan serving nearly 4 million members engaged with CoverMyMeds to implement and launch a fully integrated electronic prior authorization (ePA) solution.



### ADOPTION

Generate provider adoption of an ePA solution to gradually shift all PA requests to an electronic process.



### AUTOMATION

Automate all components of the PA workflow including intake, processing and notifications.



### EFFICIENCY

Improve efficiencies by enabling real-time application of the plan's criteria and determinations at the point of prescribing.

Everyone needs to contract with CoverMyMeds because this has been a **flawless implementation.**

Working in conjunction with the plan, CoverMyMeds implemented CoverMyMeds Central, a proprietary ePA solution for pharmacy benefit managers (PBMs) and health plans. CoverMyMeds Central includes the following ePA capabilities:

**Central Intake:** Establishes a single connection point for all external prior authorization sources, streamlining all requests and funneling them into one workflow.

**Workflow Management:** Routes all requests to staff queues according to rules defined by the plan. This occurs on a real-time basis with timely processing rules and tracking applied.

**Auto-Determination:** Enables the plan to apply determination criteria to requests in real time. Requests that automatically meet the criteria are instantly approved and the provider is electronically notified, reducing member time to therapy.

**Processing:** For requests that are not approved, CoverMyMeds supports the review and determination process executed by the plan's staff and returns the determination to the provider.

**Notification:** Providers receive an electronic notification, and providers who do not leverage ePA receive a supplemental notification letter.

**System Updates:** CoverMyMeds Central interacts with the plan's internal routing systems to provide updates and reports.

**Claim Adjudication:** After PA requests are approved, data is automatically transferred, allowing claims to process at the pharmacy.

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PROVIDER ADOPTION

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CoverMyMeds worked with the plan to fuel provider adoption through marketing campaigns that targeted providers and their staff during their workflow, converting them to the electronic process.



**Adoption Tactics**

- Call center training and scripting
- Provider marketing
- Online demonstrations to providers
- Public relations efforts



**ePA SUBMISSION RATE**

Between the plan's ePA launch in Q2 of 2014 and Q2 of 2017, it has achieved a 77 percent ePA submission rate.

**27%**

**INCREASE IN AUTO APPROVALS**

On average, 27 percent of requests receive an auto-approval as determined by rules set forth by the plan. This provides an instant electronic determination to the provider and prevents a delay in patient access to therapy.

**30%**

**DECREASE IN PA REVIEWS**

As a result of auto-recommended outcomes and approvals, the plan has seen a 30 percent average reduction in manual clinical PA reviews, improving efficiencies and cutting costs for the payer.

**67%**

**MEDICARE ePA SUBMISSION RATE**

In the first year of the plan's Medicare Part D launch, it reached a 67 percent ePA submission rate, resulting in thousands of requests being processed electronically each month.

**Learn more about CoverMyMeds' payer solutions:**

[go.covermymeds.com/solutions](http://go.covermymeds.com/solutions)