

Providing Remote Patient Care and Support Through the COVID-19 Pandemic



How BioMatrix Specialty Pharmacy rapidly enhanced digital communications to provide real-time patient support and expedited prescription refill processing

As a result of the COVID-19 pandemic, a dramatic and rapid shift has occurred in how specialty pharmacies and healthcare providers around the world must coordinate and deliver care. The need for remote care technology is greater than ever before, creating opportunities across the care continuum for organizations to innovate the way they operate.

Among those meeting that challenge head-on is leading national specialty pharmacy provider, BioMatrix Specialty Pharmacy. At the onset of the pandemic, patients were concerned about access to therapy, and many were requesting early re-fills. As payers across the nation were eliminating early refill restrictions and pharmacy work environments were changing rapidly, BioMatrix needed a solution that would allow their staff to facilitate timely access to care without compromising the high-touch, individualized adherence and support services the organization is known for.

Having filled more than 128,000 prescriptions in January and February alone, BioMatrix knew thousands of patients across the country were counting on them as COVID-19 hit in March, and they needed to act immediately. BioMatrix turned to its partner, Citus Health, to rapidly launch digital patient communication and refill services to help ensure business continuity and the high-quality support their patients depend on for their critical medications.

BIOMATRIX

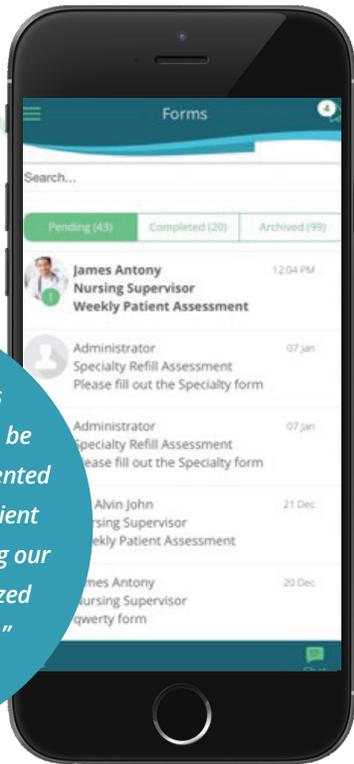
ABOUT BIOMATRIX SPECIALTY PHARMACY

BioMatrix Specialty Pharmacy offers comprehensive, nationwide specialty pharmacy services and digital health technology solutions for patients with chronic, difficult to treat conditions. Our commitment to every patient is to provide individualized pharmacy services, timely access to care, and focused education and support. We offer a tailored approach for a wide range of therapeutic categories, improving health and empowering patients to experience a higher quality of life.

“Citus Health has been an exceptional partner, and they have stepped up even further during this crisis. We had started a patient engagement pilot program together in late January with early signs of positive results. When COVID-19 hit, they worked quickly to help us move from pilot to production, establishing a flexible, fast, and secure way to keep lines of communication with our patients open. By turning on the Citus Health solution that is integrated with our pharmacy management system, we’ve transformed the way we deliver care and support to our specialty patients – all within a few short weeks. We were highly impressed by the speed at which we were able to enable this functionality and how our team members and patients were able to quickly adopt the application to stay better connected through this crisis.”

**– MEAGAN SAMPOGNA, PHD, RHIA, CHIEF OPERATING OFFICER
BIOMATRIX SPECIALTY PHARMACY**

"This connectivity allows for patient information to be captured in texts and presented at critical points in the patient record and workflow meeting our patient needs in a customized and expeditious manner,"
added Sampogna.



Comprehensive Solution Delivers Timely Patient Support & Operational Efficiencies

As part of the specialty pharmacy's comprehensive response to the COVID-19 pandemic, BioMatrix quickly launched Citus Health's HIPAA-compliant, secure communication solution that enabled SMS alerts and in-app chat capabilities. In addition, they used the configurable forms capability within the Citus platform to support patients with early refill requests and scheduling, improving both the refill communication process and speed for patients accessing their therapy.

According to Sampogna, "One of the critical questions we were immediately receiving from patients was 'Will I have access to my medications?' With the help of the Citus Health platform, our patients are now able to submit early

and standard refill requests for allowable medications and participate in one-on-one conversations with pharmacy staff in a secure environment using their smart phones, tablets, or laptops. This simple yet robust capability helped us alleviate these patient concerns while creating an operational environment that was more efficient for my pharmacy team to support during this challenging time. Additionally, having a solution like Citus Health that integrates the digital patient encounter and data collected with our pharmacy management system is an operator's dream. This connectivity allows for patient information to be captured in texts and presented at critical points in the patient record and workflow meeting our patient needs in a customized and expeditious manner.

Rapid Launch Success Drives Immediate Adoption

BioMatrix worked closely with Citus Health across both development and customer success teams to ensure a successful launch. Within days, BioMatrix invited more than 2,700 specialty patients to use the messaging features and initiate refill and early refill requests.

BioMatrix took a multi-channel approach to communicating the new capabilities to their patients and partners through package inserts, social media, and direct outreach to ensure as many patients as possible were aware of how to gain access to enhanced communication measures.

"The response to the new real-time chat capabilities and refill request forms from Citus Health has been amazing. The platform is incredibly user-friendly and so simple to use that our patients are quickly adopting it."

- JOHANA KOVATCH MBA, CSSBB, PROJECT MANAGER, BIOMATRIX

DIGITAL PATIENTS SUPPORT RESULTS YTD



3443
DIGITAL INVITATIONS SENT



46%
PATIENTS ENGAGED



3370
CHAT MESSAGES RECEIVED
FROM PATIENTS



20%
REDUCTION IN TAT



640
AVERAGE PHONE CALLS
REDUCED PER MONTH



1900
REFILLS GENERATED BY
PATIENT FORM SUBMISSIONS



Exceeding Expectations

The results have been incredible for BioMatrix. In just one week, the specialty pharmacy averaged 100 new patients on the platform each day and received 621 new form submissions for refill and early refill requests. Eighty percent of all patients engaged in some manner via Citus Health. Of the 600 patients enrolled at that point, 32.4% of patients submitted early refill requests. By removing barriers to patient engagement, enabling real-time communications, and automating workflows from any device, BioMatrix was able to ensure business continuity, high quality patient support, and most importantly the continued dispensing of critical medications for their patients. BioMatrix was not only able to meet their goals for delivering digital patient support, but with the help of Citus Health, the pharmacy has gained new efficiencies across its operations that will extend beyond the coronavirus pandemic.

"In less than one week, we had over 600 new specialty patients digitally connected to engage with our pharmacy staff using the Citus Health platform."

– MEAGAN SAMPOGNA, PHD, RHIA

START TODAY: Contact us at 800-863-9130 or visit CitusHealth.com

About Citus Health

Citus Health is a digital health transformation leader that enables real-time, secure collaboration between patients, care teams, care partners, and family members to optimize the patient experience and positively impact the financial outcome of the care provider. Founded by a post-acute care nurse with domain expertise, and internationally recognized med tech expert, Citus Health delivers the only comprehensive on-demand digital and mobile solution set that transforms archaic processes to set a new standard of patient care and engagement. For more information, visit citushealth.com.