

Transitioning a Top 10 Patient Assistance Program with a Technology-First Solution

When a leading pharmaceutical company's Patient Assistance Program (PAP) experienced considerable operational failures, CareTria implemented a technology-driven solution to restore efficiency, ensure compliance, and improve patient access and turnaround time. By integrating digital automation and advanced data reporting, we resolved critical backlogs and reduced delays in therapy delivery.

Situation

A major pharmaceutical company's Patient Assistance Program (PAP), designed to provide essential therapies to vulnerable patients, was struggling under the management of its current vendor. Operational failures led to significant delays in patient care, compliance risks for the manufacturer, and growing inefficiencies that threatened the program's success and impacted patient satisfaction.

The Primary Challenges Included:

- **Chronic Backlogs:** Over 3,000 enrollments were pending, delaying patient access to necessary treatments.
- **Compliance Risks:** More than 1,800 Medicare enrollments were stalled for over 60 days, violating regulatory timelines and jeopardizing program integrity.
- **Data Integrity Failures:** Widespread errors in enrollment documentation compromised the accuracy of patient data and program reporting.
- **Excessive Turnaround Times:** Processing times averaged nearly two weeks, creating unacceptable delays for patients and providers.
- **Brand Impact:** Service failures escalated to the executive level, including direct complaints to the manufacturer's CEO, threatening the company's reputation.



The Solution: A Technology-Led Transition to a New Standard of Performance

CareTria implemented a carefully planned transition to a technology-driven operational model. At the heart of this strategy was the deployment of innovative solutions to address the challenges effectively.



- **Digital Process Automation:** Leverage provider workflow technology to improve patient journey, prescriber touchpoints, and decrease employee workload eliminating manual bottlenecks. Prescriptions were embedded directly within enrollment forms, and a digital eligibility tool was utilized to streamline and simplify the intake process.



- **Expedited Processing Channels:** An urgent fax line was established to prioritize and accelerate product-specific cases, ensuring the most critical needs were met swiftly.



- **Optimized Provider Engagement:** Digital intake automation was used to reduce prescriber burden and optimize touchpoints, freeing up internal teams to focus on high-value interactions.



- **Advanced Data & Reporting:** Implement CareTria's advanced analytics platform to deliver real-time dashboards, transparent data, and enhanced program visibility.

Key Results

CareTria's technology-driven approach yielded immediate, measurable improvements, transforming a distressed program into a high-performing operation without disrupting patient therapy.

Key performance indicators include:

- 16,750 patients transferred
- 16,000 enrollments transferred
- 18,250 prescriptions transferred
- 99% dispensing accuracy achieved
- 65% reduction in turnaround time from PAP Approval to Dispense
- 80% reduction in enrollment turnaround time
- 20% reduction in transfer turnaround time
- 21% reduction in denials due to improved data integrity and streamlined processing

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Conclusion

By adopting a technology first approach, the manufacturer successfully overcame a critical operational challenge while setting a new standard for program performance and quality. With solutions like those offered by CareTria, organizations can ensure consistent patient access, enhance efficiency, and build long-term program stability.



Contact us to learn how CareTria can provide a solution for you

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