HighTouchRx™

Uses integrated medical and pharmacy data to identify individuals on high-cost medications where cost-effective interventions and therapies can be recommended.

HighTouchRx uses a dedicated team of data scientists and pharmacists that leverages end-to-end medical and pharmacy data, paired with advanced clinical rules and machine learning to identify non-optimized drug use. Here's out it works:

- Specialized pharmacists perform provider outreach to recommend drug therapy optimization
- Following pharmacist intervention, reporting is provided showing hard-dollar savings

Clinical Rules Examples:

- Outlier drug therapy regimen
- Duplicate therapy
- Vial optimization
- Self-administration
- Dispensing optimization
- Dosing surveillance
- Lower cost alternatives
- Brand to generic
- Drug regimen optimization

Benefits:

- ➔ Cost savings for both member and plan sponsor with performance guarantees
- ➔ Seamless member experience as the work is done behind the scenes between the pharmacist and prescribing physician
- ➔ Reporting provided on a regular basis so you can have a clear view into dollars saved

➔ **QUESTIONS?** To learn more about HighTouchRx, contact a member of your account team.