

## AllianceRx Walgreens Prime Launches Digital Clinical Tools

**Oct 1, 2020**

As the COVID-19 pandemic wears on, it's more important than ever for people to have the ability to perform needed actions from home. To help with this, AllianceRx Walgreens Prime has released some digital clinical assessments that allow people with certain illnesses to manage their conditions online and remain adherent to therapy.

The assessments are available for people with chronic inflammatory disease, cystic fibrosis, idiopathic pulmonary fibrosis, lipid and blood disorders, multiple sclerosis and organ transplants. Asked how the company decided upon those conditions, James Adams, chief information officer at AllianceRx Walgreens Prime, says that it "took a strategic approach" that "was based on patient volume, diseases and conditions with lower risk, as well as stability of patients. The chronic inflammatory disease (CID) space was our first program to implement digitally with patients already established on therapy. This included patients with conditions such as rheumatoid arthritis, psoriasis, atopic dermatitis, ulcerative colitis, ankylosing spondylitis and others."

The specialty pharmacy says that it is working on additional disease modules. "Our goal is to allow as many patients as possible the ability to self-serve digitally while still properly and safely managing their medications and conditions," says Adams, who declines to identify what some future disease states will be.

The company actually moved up the release of the tools so people could utilize them during the pandemic, allowing them to refill prescriptions online. When customers log onto their account and select medications to refill, they also will be prompted to answer questions specific to their condition, as well as review and update their medications, including any over-the-counter products they're taking. Patients also have the option to speak with a pharmacist.

### Tools Can Determine Safe Drug Use

"Our proprietary algorithms use information from the patient so we can ask relevant questions and identify specific needs for individual support," Adams says. "This helps us know if patients are safely taking their medicine and achieving benefit from their therapy."

He tells AIS Health that "each order scheduled in the digital application will prompt the patient to review and/or update his or her medical profile. All orders still go through drug utilization review in our dispensing system and will prompt pharmacist intervention for any contraindications."

In addition, "our pharmacists review all prescriptions before being dispensed to a patient," says Adams. "If a patient reports an adverse event, worsening condition or other issues triggering an escalation, the system prompts the patient to speak with a pharmacist, and we receive an escalation notification to respond to the patient. For instance, if a patient with rheumatoid arthritis experiences a side effect to

his or her medication, a pharmacist will contact the patient prior to receiving the order and counsel the patient on the side effect and help ensure it is appropriate for continuation of therapy.”

### **Huge Boost in Online Traffic Has Occurred**

The company says more than 80% of its patients are eligible to complete clinical assessments online. Those who are ineligible include people taking certain medications, such as ones shipped to a provider’s office, drugs that have a risk evaluation and mitigation strategy (REMS), products infused at home and special-order medications. “One of our goals is to extend comprehensive digital experiences to more patient groups, more therapy types and to cover more clinical service,” says Adams.

AllianceRx Walgreens Prime reached out through emails, text messages and phone calls to make sure people knew about the tools. Since April, the business has seen a 479% increase in online traffic, and for shipping online orders, it has averaged a turnaround time of one day.

“At AllianceRx Walgreens Prime, it’s our job to offer a superior patient experience when managing a chronic or complex condition,” Adams says. “We work to engage with patients on their terms and make it convenient to manage prescriptions. Feedback from our patients as well as our team members helped influence the development of our patient digital tools. Patients told us they wanted to go online to refill prescriptions rather than talking to someone on the phone, and our team members told us they wanted to spend more time with patients who are new to therapy or who require more assistance.”

“Our primary goal has always been about helping patients achieve a better lifestyle and a better outcome with their conditions,” he says. “Especially during the pandemic, what we have tried to do by fast-tracking our digital clinical assessments is engage with patients on their terms and make managing their prescriptions as convenient as possible for them.”

Contact Adams through Adrienne Foley at [Adrienne.foley1@alliancerxwp.com](mailto:Adrienne.foley1@alliancerxwp.com).

*By Angela Maas*