Essential Insights

Adherence Revolution
How streamlined schedules transformed patient medication habits.

Scaling for Success
How tech-driven solutions powered unmatched program growth.

Simplifying Complexity
How innovative tech enhanced medication management for patients.

Case Study

Leveraging Innovation to Drive Adherence and ROI for a Retail Pharmacy Chain

Carenet Health

The **Big** Picture

A national retail pharmacy struggled with low medication adherence, impacting both patient health outcomes and financial performance. Partnering with Carenet, they tackled the primary barriers that patients faced with adherence – inconvenience of frequent pharmacy visits and the complexity of managing medication schedules.

The remarkable results include:

- 6:1.5 ROI
- Improved patient satisfaction cementing loyalty and reducing churn
- Enterprise-wide program expansion

This case study highlights how Carenet's innovative, scalable solutions deliver measurable impact and strategic results.

Challenge

Key Challenges

- Excessive patient visits caused inconvenience and missed refills.
- Difficulty managing multiple prescriptions led to skipped doses.
- Non-adherence hurt revenue, patient retention, and efficiency.

With a mission to improve the health of their patients, this pharmacy encountered a critical challenge – patients not consistently adhering to their medication regimens. Without timely interventions, the pharmacy risked damaging its reputation, harming patient health and losing operational efficiency (e.g., reduced revenue and profitability, increased operational costs, strain on staff, etc.). To transform patient experiences and deliver positive and measurable business outcomes, the pharmacy partnered with Carenet to resolve three major obstacles:

Too Many Pharmacy Visits

Patients on maintenance medications were visiting the pharmacy multiple times a month, which was inconvenient and increased the likelihood of missed refills.

Medication Management Confusion

Patients juggling multiple prescriptions often forgot doses or mixed-up refill dates, resulting in skipped medications and disrupted treatment plan.

Business Impact

Non-adherence adversely affected prescription volume and patient retention, directly impacting the pharmacy's overall revenue and operational targets.

The pharmacy needed a scalable, patient-focused solution that enhances their financial results.

The Carenet Solution

To effectively combat the identified adherence barriers, Carenet deployed two tech-enabled programs with precision and focus:

01. 90-Day Transition Program

To overcome the challenge of frequent pharmacy visits for patients on maintenance medications, a proactive outreach team connected with targeted patients, transitioning them from 30-day prescriptions to 90-day supplies. This approach provided patients with increased convenience, enhanced adherence, and better health outcomes, while the pharmacy built stronger patient relationships and boosted its financial performance.

- **Smart Tech Integration** – Carenet's platform identified the best times and channels to reach patients and utilized dynamic scripting to simplify the complexity of medications, refill dates, and pharmacy locations.
- **Maximized Adherence** – Each participant averaged 1.8 medications, increasing the impact to individuals.
- **Cost Optimization** – Offshoring program management drove cost savings while maintaining operational excellence.

02. Prescription Synchronization Program

This program addresses complex medication schedules. This tech + human solution synchronizes prescription refill schedules and details, allowing patients to pick up all medications in one visit.

- **Focus on Multimodal Patients** – designed specifically for patients managing two or more medications (with an average of six).
- **Enhanced Patient Experience** – patients benefited from streamlined medication management, fostering higher adherence rates.
- **Tech-Enabled Precision** – the complex process was made possible by leveraging Carenet's technology platform to configure highly customized logic for medication rules, due dates, prescribing physician, and pharmacy details.
- **Scalable Success** – with the proven success, the program quickly experienced a 2900% growth in records processed weekly.
- **Demonstrated Financial Efficiency** – each synchronized prescription was achieved at a low cost of $0.72, delivering maximum value for the pharmacy.
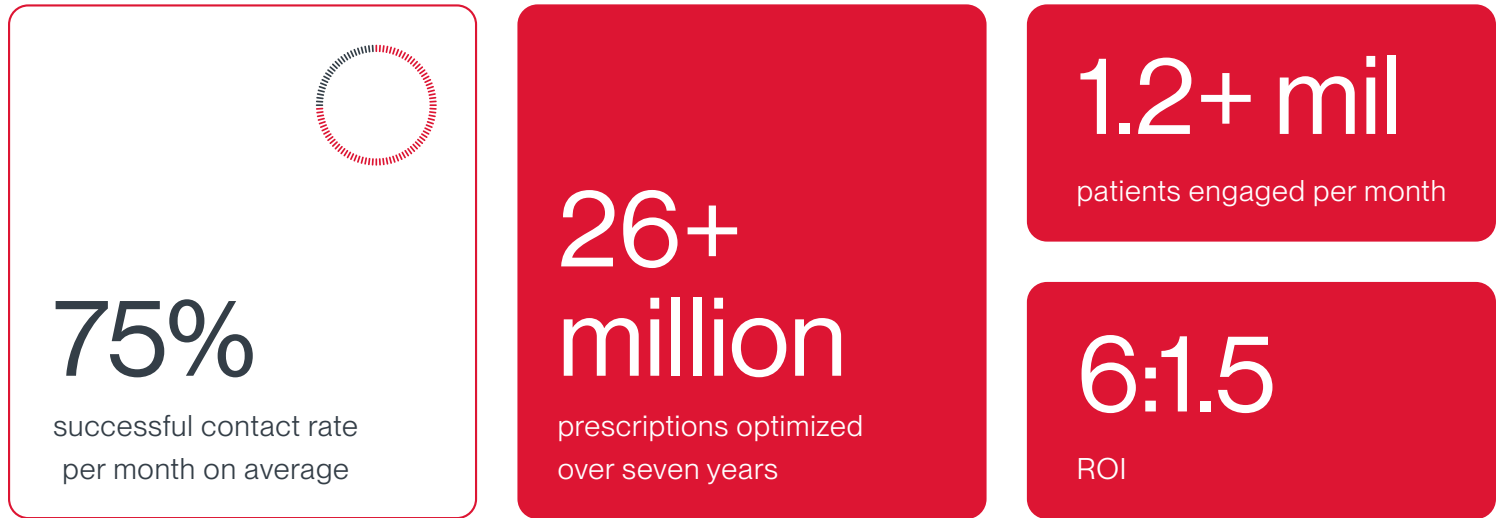
These programs improved adherence, streamlining medication management for patients while improving profitability for the pharmacy.

Results

These programs achieved measurable success in patient engagement, business profitability and operational efficiency.

90-Day Transition Program Results – High Reach and Impact:

75%
successful contact rate per month on average

26+ million
prescriptions optimized over seven years

1.2+ mil
patients engaged per month

6:1.5
ROI

Prescription Synchronization Program Results – Scale and Operational Efficiency:

- **Exponential Scaling** – Carenet seamlessly expanded its technology and operations to accommodate the pharmacy's ongoing growth.
- **Cost Efficiency** – maintained a low cost per prescription, ensuring value despite significant scaling.

Conclusion

For this leading retail pharmacy, ensuring medication adherence among patients was a priority that went beyond health outcomes—it was essential for their business success. Through the Carenet 90-Day Transition Program and Prescription Synchronization Program, the pharmacy successfully overcame barriers that historically hindered adherence. These programs demonstrate how innovative, patient-first solutions achieve measurable success in patient satisfaction, operational efficiency, and profitability.

Looking ahead, the pharmacy is committed to further aligning its adherence programs with emerging technologies and evolving patient needs. This ongoing partnership continues to inspire progress and set industry benchmarks.

Discover how our innovative solutions can transform your operations and help you achieve measurable success.

Meet with a Carenet expert today to explore the possibilities!

The name of the client in this case study has been excluded at the client's request, due to company policy.

About us

For more than 20 years, Carenet Health has partnered with 500+ premier payers, providers, and healthcare technology and services enterprises to measurably improve engagement, efficiency, and meaningful business and health outcomes. Carenet combines AI-powered technology, insight-led orchestration, and experienced clinical operations to deliver high-tech, high-touch solutions. It was recently recognized as a Major Contender in Everest Group's PEAK Matrix® for Patient and Member Engagement Platforms. Learn more about how Carenet is powering the business of healthcare at **carenethealth.com**.

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