Pharma Hub Improves Performance with Market Access Services



Facilitating patient and provider access to gain access to specialty pharmaceuticals calls for streamlined processes aligning patients and brand manufacturers. Deploying staff to analyze explanation of benefits (EOBs), conducting annual benefit verification, and auditing patient calls help an integrated life sciences services company improve the care journey and assist the manufacturer to deliver therapy.

Challenge

Our client, a technology-driven life sciences hub, facilitates patient and provider access to important medications. By connecting patients to branded drug savings, they have helped patients gain access to the necessary biopharmaceuticals for their care.

- Need for pool of capable talent to analyze EOBs and identify payments due to patients or providers.
- Quality concerns for call center calls to patients to discuss claim denials.
- Severe staffing shortages during the short-term and labor-intensive annual benefits reverification process.
- The high costs for in-house services to meet their recent growth required major investments in staffing, administrative resources, and improving the end-to- end claims process.

Solution

Omega Healthcare collaborated with the life sciences company to address their process challenges:

- Analyzed EOBs and claims to identify payment benefits that are due to patients or providers.
- Deployed a team of insurance benefit experts to reverify health plan benefits annually and ensure continuation of benefits.
- Completed “verification of benefits (VOB)” forms for hub services company to provide to drug manufacturer.
- Assigned a quality assurance auditing team to listen to calls from the hub service provider’s call center to patients to discuss recent claim rejections.

Outcomes

- Enabled our HUB partner to avoid cost escalations and provide a competitive staffing advantage to their pharma clients
- Reduced the hub’s claim denial rate to less than 2%
- Helped the hub to improve call center quality
- Maintained a consistent 98% data quality score

<2%	98%
Claim denial rate	Data quality score

“We depend on a partner who shows adaptability, responsiveness, and consistency in meeting our evolving needs to serve patients, their care providers, and drug manufacturers. Due to our trusted partnership with Omega Healthcare, we have expanded our scope to multiple business areas because of the expertise and staffing they provide us at every level.”

Chief Operating Officer

Drug Access & Affordability

Drive medication adherence and improve patient outcomes through better access.

- Member Enrollment
- Benefit Verification
- Prior Authorizations
- Patient Co-pay Assistance

Want to learn more?

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