WISE Prescription Reimbursement Dashboard

User Interview Results

Presented by Theresa Wilkinson

MCKESSON

WISE Prescription Reimbursement Dashboard

Agenda

1. Executive Overview
2. User Interview Results
3. Research Questions & Answers
2. Appendix

Executive Overview

Overview

- Today's prescription reimbursement complexities prohibit stores from knowing what their true reimbursement is and how to positively impact it.
- A tool to help pharmacies identify levers they can pull to improve profitability and cash flow to remain open and financially successful.
- Four participants were interviewed for this study

Goals of Study

- Identify main objectives and motivations
- Identify any pain points
- Identify any additional ideas

Executive Overview

What Users Said

“The idea of having a one stop shop that has that kind of material – yeah I’ll sign up for that and I might even pay for it”

“The goal would be to look for areas of improvement. Everybody can improve”

“If it is good, I would probably use it daily -- weekly… So a snap shot if you will. Certainly, if you could make it where you could pick a specific range. I would want to look at a specific plan for a specific range to tie it into the performance program or tie it in with a GER period (date range). That would be most ideal”

User Interview Results

- 100% (4 of 4) **Use an analytics tool**
  - Struggles with getting the reports that she needs
  - 75% (3 of 4) Developed in-house tool
  - 25% (1 of 4) Uses third-party tool
- 100% (4 of 4) **Information to see on dashboard**:
  - "High-level dashboard – make it clean, make it actionable"
  - "The trends and maybe just that margin you can look at see what all it is effecting"
  - "Big picture items that you really want to watch the trends but then you can always dig deeper"
  - "I would like to see it rolled up. Then if I go into a store and get to the store level"

User Interview Results

- 100% (4 of 4) **Update information on dashboard**:
  - 25% (1 of 4) Weekly, monthly
  - 25% (1 of 4) Monthly, trimester
  - 50% (2 of 4) Daily, weekly, monthly, quarterly
- 67% (2 of 3) **Combine financial data and clinical data**
- 100% (4 of 4) **Metrics:**
  - Sales, RX Completed, RX Price, RX per Day, Sync Patients Filled, Sync RX Filled. COGs, Gross Margin, Op Ex (Fully Loaded) Op Ex (Non-Partner)
  - Margins, Gross Net Margin Payroll, Script Volume
  - Net Acquisition Costs, Negative Margin, Negative Remit, Physician Outreach
  - GERBER, DIR
- *Not all users answered all questions

User Interview Results

- 75% (3 of 4) **Pharmacy Data around Net Reimbursement** - Payers Margin, Gross Margin, ESI, Medicaid, LOBs, Special Pricing Model with Opioid using Cash Bin, Negative Margin, Negative Remit, GERBER, DIR
- 50% (2 of 4) See **data at claim level or payer level** - "Make easier to find information at claim level in work flow"
- 100% (4 of 4) **Next steps for data**:
  - Macro measures then drill down to the content behind the measures
  - Drives decisions around ESI, marketing or working with local organizations
  - Monitors reimbursements and negative reports; Looks for ways to save money; Looks for ways to cost share
  - Getting information into a table to try to reconcile the claim; Decide to save money for true-up or DIR; Decide to dispute withholding
- 75% (3 of 4) **Aggregate across stores but drill down into detail**

User Interview Results

Other information*

- 100% (4 of 4) Would find advisory board beneficial
- 50% (2 of 4) Pick metrics you would like to see
- 75% (3 of 4) Receive notifications or ideas to save more money
- 75% (3 of 4) Integrate with other tools – Equip and outlier reports
- 100% (4 of 4) Create action plan
- 100% (4 of 4) See Rewards and rebates
- 100% (4 of 4) See information to save more money or missing opportunities
- 75% (3 of 4) See benchmarking to compare with peers
- 100% (4 of 4) Plug in operational numbers to see comprehensive view

*Not all users answered all questions

Research Questions & Answers

Research Questions & Answers

Research Question	Answers
How often would they use the dashboard?	100% (4 of 4) **Update information on dashboard**: • 25% (1 of 4) Weekly, monthly • 25% (1 of 4) Monthly, trimester • 50% (2 of 4) Daily, weekly, monthly, quarterly
What information would they want to see in the dashboard?	"High-level dashboard – make it clean, make it actionable" "The trends and maybe just that margin you can look at see what all it is affecting" "Big picture items that you really want to watch the trends but then you can always dig deeper" "I would like to see it rolled up. Then if I go into a store and get to the store level"
Do they have any other ideas for charts or features?	67% (2 of 3) **Combine financial data and clinical data** 100% (4 of 4) **Metrics:** • Sales, RX Completed, RX Price, RX per Day, Sync Patients Filled, Sync RX Filled. COGs, Gross Margin, Op Ex (Fully Loaded) Op Ex (Non-Partner) • Margins, Gross Net Margin Payroll, Script Volume • Net Acquisition Costs, Negative Margin, Negative Remit, Physician Outreach • GERBER, DIR

Research Questions & Answers

Research Question	Answers

Do they have any other ideas for charts or features?	• 75% (3 of 4) **Pharmacy Data around Net Reimbursement** - Payers Margin, Gross Margin, ESI, Medicaid, LOBs, Special Pricing Model with Opioid using Cash Bin, Negative Margin, Negative Remit, GERBER, DIR
	• 50% (2 of 4) See **data at claim level or payer level** - "Make easier to find information at claim level in work flow"
	• 100% (4 of 4) **Next steps for data**:
	    • Macro measures then drill down to the content behind the measures
	    • Drives decisions around ESI, marketing or working with local organizations
	    • Monitors reimbursements and negative reports; Looks for ways to save money; Looks for ways to cost share
	    • Getting information into a table to try to reconcile the claim; Decide to save money for true-up or DIR; Decide to dispute withholding
	• 75% (3 of 4) **Aggregate across stores but drill down into detail**

Methodology
Interview Questions

APPENDIX

Methodology

A user interview is a UX research method during which a researcher asks one user questions about a topic of interest. They are one-to-one discussions with individuals within the target audience. The interviews are designed to discover underlying needs and requirements.

Benefits of User Interviews

- Better understand why your users chose a particular product or service. This can help you improve future marketing messages on your website or even come up with more products or services.
- Help prioritize new features or changes to your website, plus identify information gaps.
- Provide greater empathy within your company for your customers and their experiences.

Interview Questions

1. Do you currently use a third-party analytics tool?
2. What pharmacy data around net reimbursement would be important?
3. Would it be beneficial to see data at the claim level or just the payer level?
4. Once you gather data what is your next step?
5. What kind of advisory support would you find beneficial?
6. If you are a multi-store owner, would you aggregate across the stores?
7. Timing - does it matter if some are update monthly vs quarterly, trimester?
8. What level of information would you want to see when logging into a dashboard view?
9. Combining financial data and clinical data together?

Interview Questions

8. Would you to see any report rebates or rewards information? Generic rebates? Performance rewards? Include all that?
9. Would you want to see efforts to save more money or if there is missing opportunity?
10. Would you want to see benchmarking to compare with peers?
13. Would you want to plug in some operational numbers or other numbers that we don't have the data for?
14. Is creating an action plan beneficial?
15. What high level metrics would you want to see?
16. If you could pick the metrics you wanted to see, would you like that?
17. Would you be interested if we communicated ideas to you? To save more money?
18. Would you want to connect with Equip and other outlier reports?