

Pharmacy and Medical Data: Real World Challenges and Opportunities

Robert Oscar, R.Ph.
CEO/President, RxEOB



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CPPI Seminar Series

Monday, Feb. 22, 12 - 12:50 p.m.

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VCU

School of Pharmacy
Center for Pharmacy Practice Innovation

Pharmacy & Medical Data: Real-World Challenges and Opportunities

Pharmacy and Medical Data: Real World Challenges and Opportunities - 2/22/2021

Provided by Center for Pharmacy Practice Innovation/Department of Pharmacotherapy and Outcomes Science

Speaker(s): Robert Oscar, R.Ph

Topic: CPPI invites various health care professionals from around the country and globe to speak on issues relating to innovation in the health care space.

Purpose or Objectives: At the conclusion of this activity, the participant will be able to:

- 1 Review changes in health care data management that likely impact pharmacy practice.
- 2 Describe current trends in health information technology and data management as they relate to interprofessional collaboration.
- 3 Discuss use of data in practice innovations designed to improve health outcomes.

Date/Time: 2/22/2021 12:00:00 PM

Pharmacy & Medical Data: Real-World Challenges and Opportunities



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Credit Designation(s):
0.75 ANCC contact hours.

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This activity provides 0.75 contact hours of continuing education credit. ACPE Universal Activity Number (UAN): Pharmacist: JA4008237-0000-20-132-L04-P Technician: JA4008237-0000-20-132-L04-T

NOTE FOR PHARMACISTS: Upon closing of the online evaluation, VCU Health Continuing Education will upload the pharmacy-related continuing education information to CPE Monitor within 60 days. Per ACPE rules, VCU Health Continuing Education does not have access nor the ability to upload credits requested after the evaluation closes. It is the responsibility of the pharmacist or pharmacy technician to provide the correct information [NABP ePID and DOB (in MMDD format)] in order to receive credit for participating in a continuing education activity.

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Disclosure of Commercial Support:

We acknowledge that no commercial or in-kind support was provided for this activity.

Disclosure of Financial Relationships:

The following planners, moderators or speakers have the following financial relationship(s) with commercial interests to disclose:

Robert Oscar, R.Ph: Ownership Interest-RxEOB.COM, LLC - 02/08/2021

Pharmacy & Medical Data: Real-World Challenges and Opportunities

Pre-Test Question 1

Health Plan data includes which of the following:

- A. Medical Claims Data
- B. Pharmacy Claims Data
- C. Demographic Data
- D. Compendia Data
- E. All of the Above
- F. A & B only

Pharmacy & Medical Data: Real-World Challenges and Opportunities

Pre-Test Question 2

Who is the owner and standard setting organization for Procedure CPT codes?

- A. American Pharmacist Association
- B. American Medical Association
- C. Centers for Medicare and Medicaid Services
- D. NCPDP
- E. X12

Pharmacy & Medical Data: Real-World Challenges and Opportunities

Pre-Test Question 3

What new development will have the biggest impact on Pharmacy Data Experts:

- A. Integration of EMR data into Health Plan Data Warehouses**
- B. Escalating controls over data security and data privacy**
- C. Consolidation of the Retail Pharmacy Industry**
- D. Consolidation in Health Systems and Providers**
- E. Consolidation in Health Plan Industry**

Pharmacy & Medical Data: Real-World Challenges and Opportunities

Pre-Test Question 4

All of the following are “Buyers” of healthcare except:

- A. Pharmacies
- B. Patients
- C. Employers
- D. Health Plans
- E. Pharmaceutical Manufacturers
- F. A & E

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Background on Robert Oscar and RxEOB

Robert Oscar is a Virginia Licensed Pharmacist and the Founder and CEO of RxEOB.COM, LLC

RxEOB provides pioneering health information technology solutions on modern technology platforms to provide global digital patient engagement to health plans and PBMs

Pharmacy & Medical Data: Real-World Challenges and Opportunities

We Believe in Empowering Purchasers of Healthcare



Patients, families, employers, and health plans make the best decisions about health and cost when they are informed.



Enabling Technology



Mass Personalization



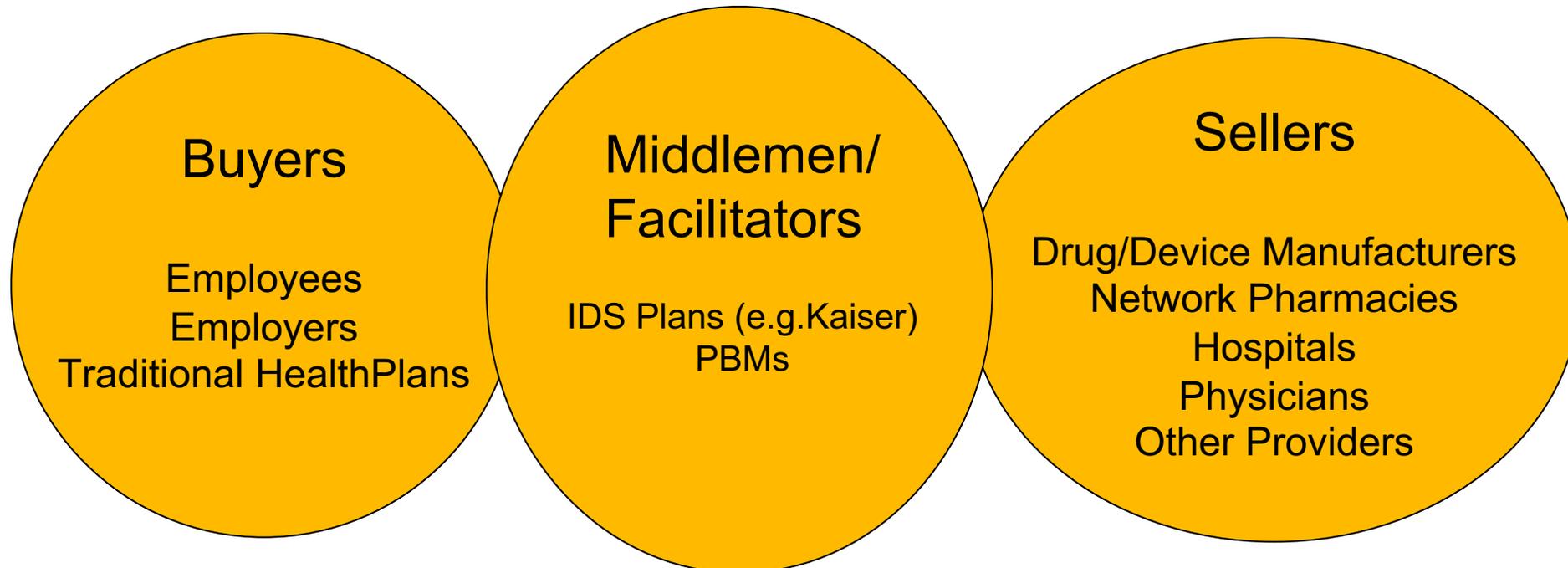
Consumers vs Recipients of
Care



Empowered Consumers Save
Money and Lives

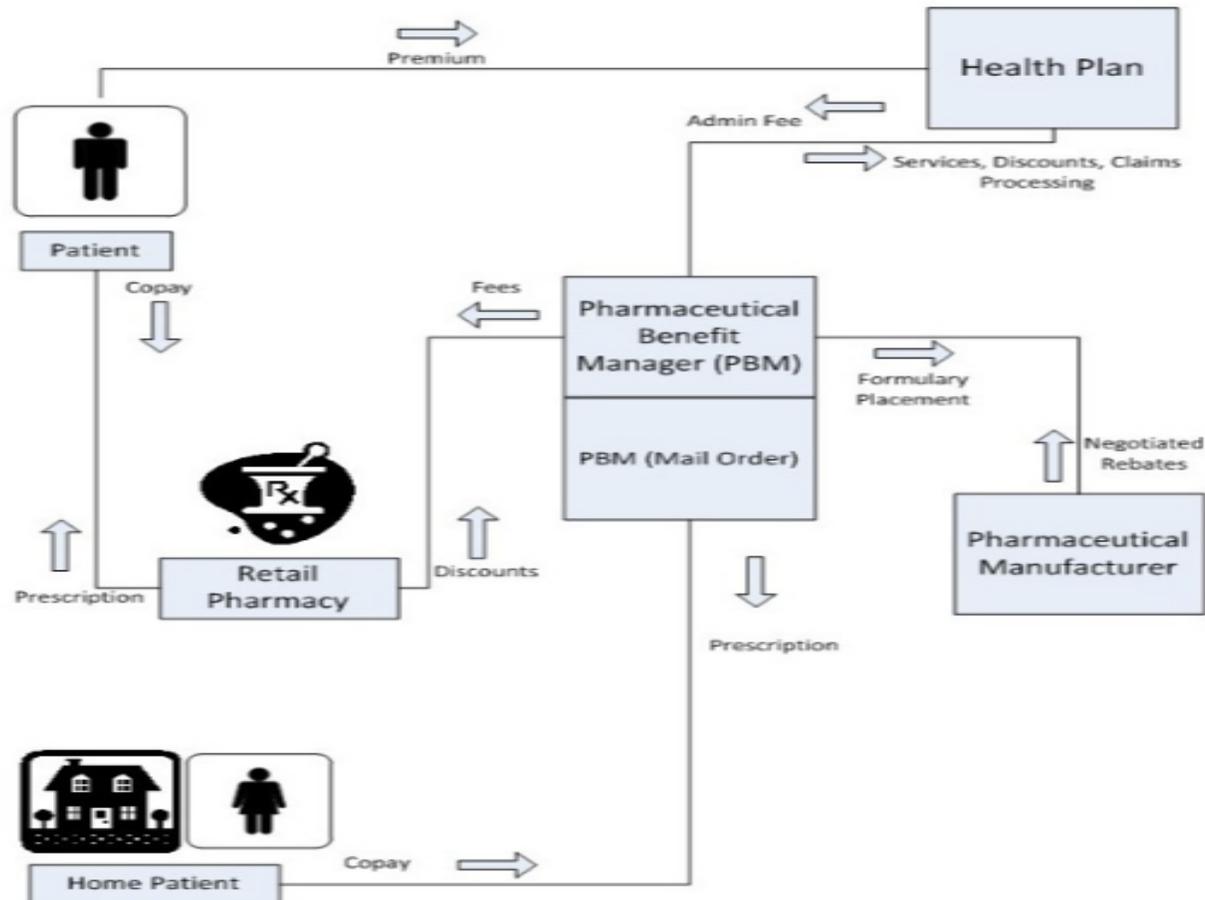
Pharmacy & Medical Data: The Real-World

Buyers and Sellers of HealthCare



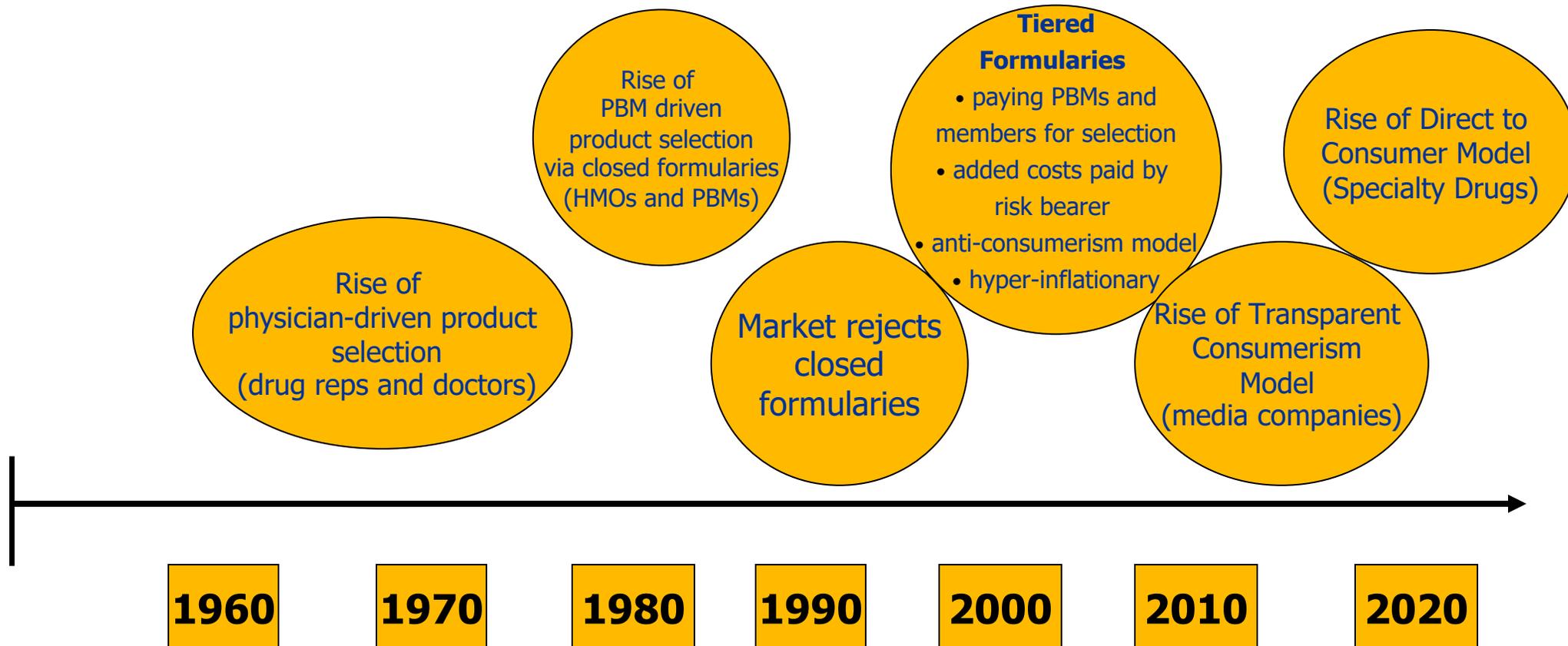
Pharmacy & Medical Data: Real-World Claims Data Generation

Data flow of a common retail prescription claim



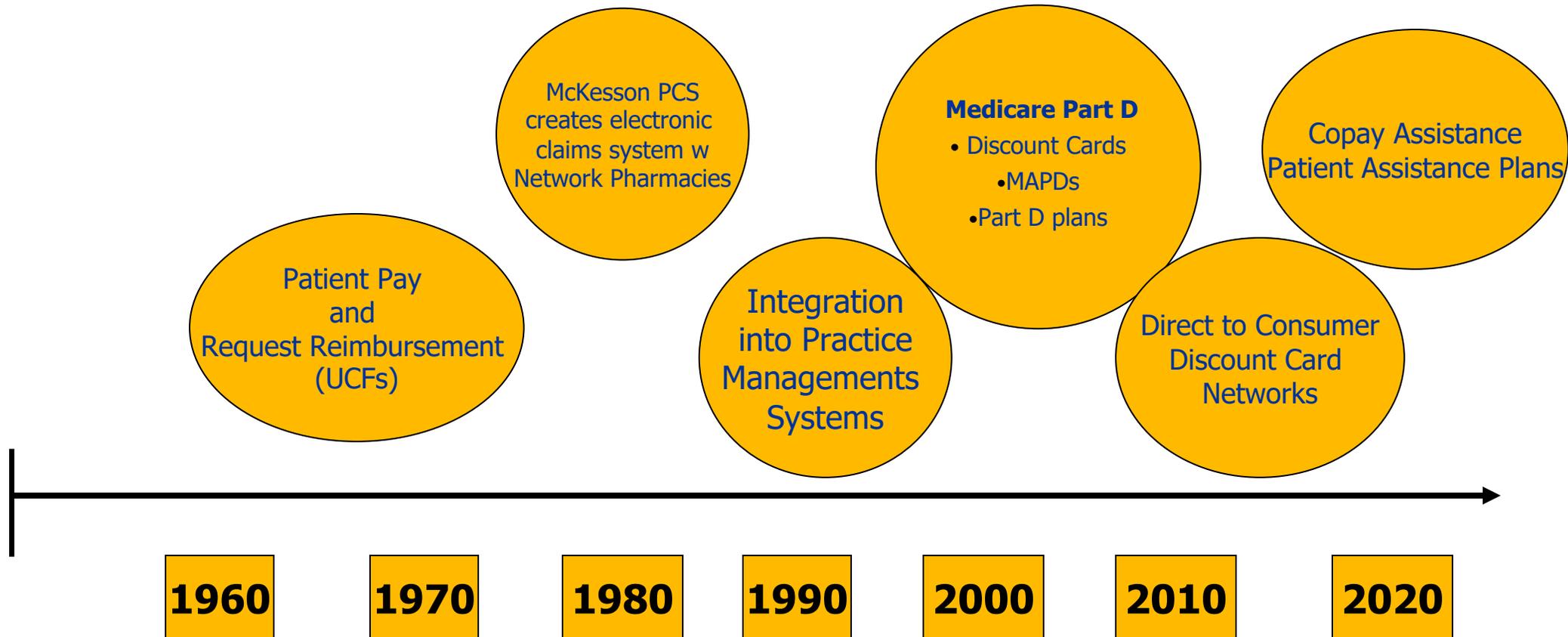
Pharmacy & Medical Data: Real-World Challenges and Opportunities

Changes in Market Makers and Revenue Models



Pharmacy & Medical Data: Real-World Challenges and Opportunities

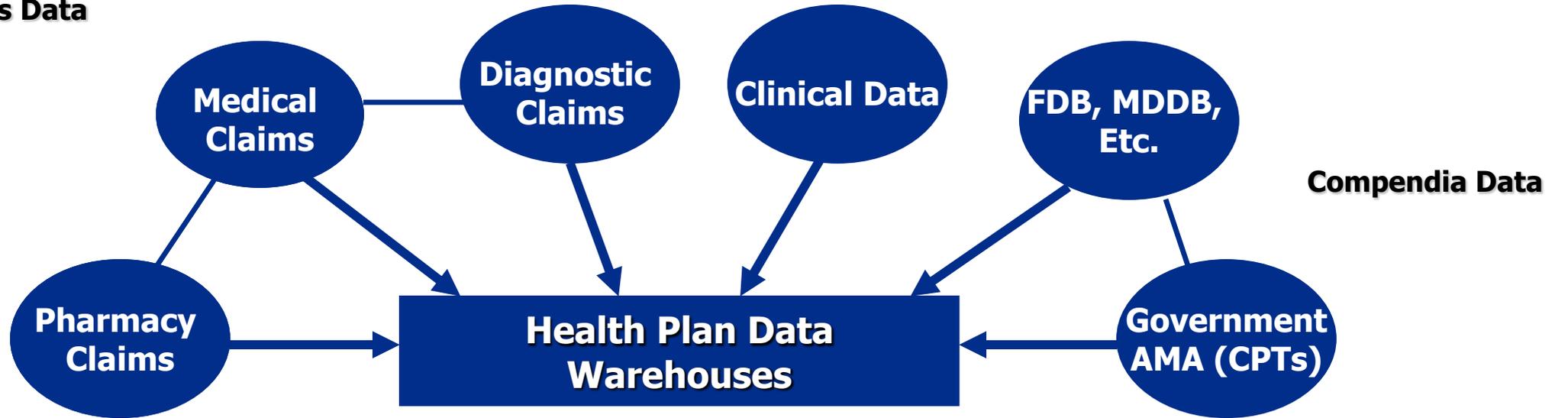
Origins of PBM Industry in Distribution



Sources of Data

Claims Data

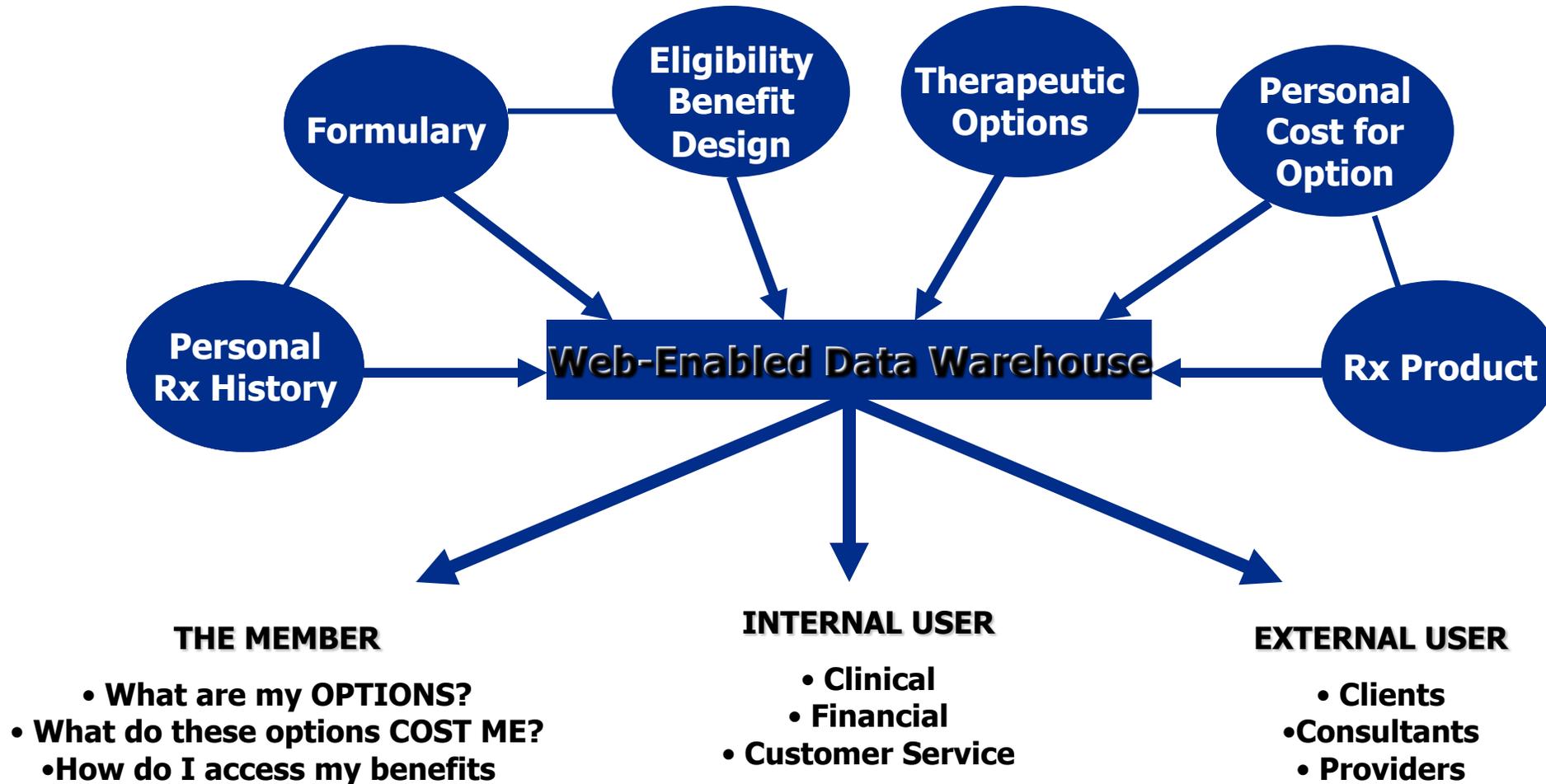
EMR Data



Standard Setting Organizations

NCPDP
HL7
X12
NIST

RxEOB Sources and Uses of Data

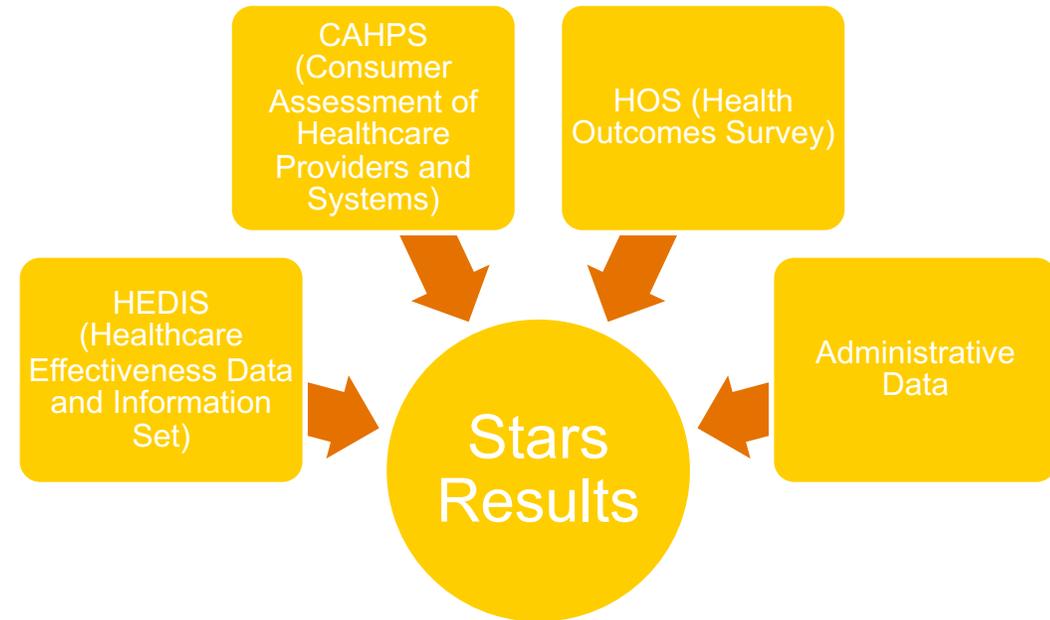


Pharmacy & Medical Data: Real-World Challenges and Opportunities

Stars results are comprised of data from HEDIS, CAHPS, HOS, and administrative data collection

Star ratings are at the payor contract (not plan) level

Each data source requires strict, CMS-guided standards when collecting data from providers



CMS Stars Program

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How CMS Stars Work

Each measure has cut points that determine the number of stars awarded for that measure*

- Different cut points exist for MA vs MA-PDP vs PDP contracts
- There is typically a special cut point at the four star mark (since this is threshold for increased payouts)

Each measure is categorized and each category is weighted*:

- 1x = all new measures and process measures
- 1.5x = patient experience and access measures
- 3x = outcomes and intermediate outcomes measures
- 5x = part C and D quality improvement measures

The weight average star rating, rounded to the nearest half star, is the star rating for the plan*

CMS Stars Program

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32.3 TB
Data Stored

1,100
Files processed
monthly

1,544
Clinical Rules
measured for
outcomes

366MM
Claims file analyzed
annually

10.6B
Rule results stored

131MM
Historic Eligibility
Records

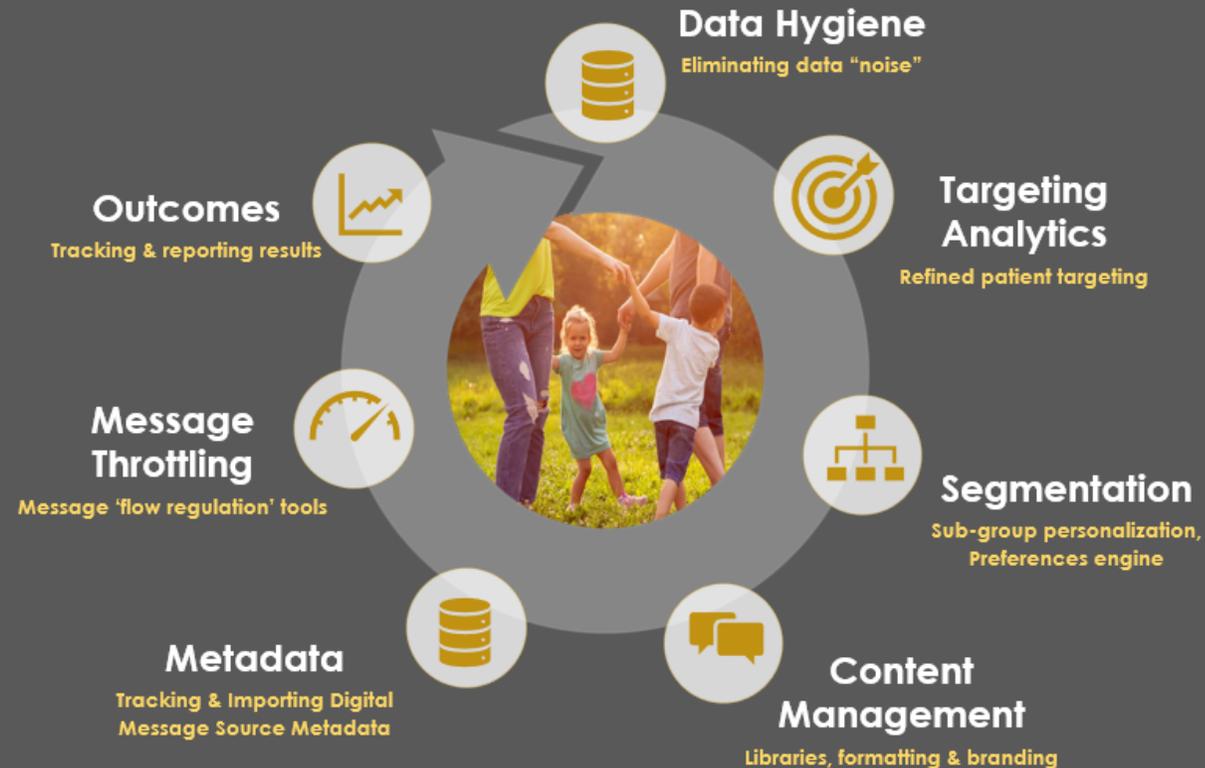
3K
Data Hygiene
Procedures

41.5MM
Active Eligibility
evaluated monthly

124K
Individual Results
weekly

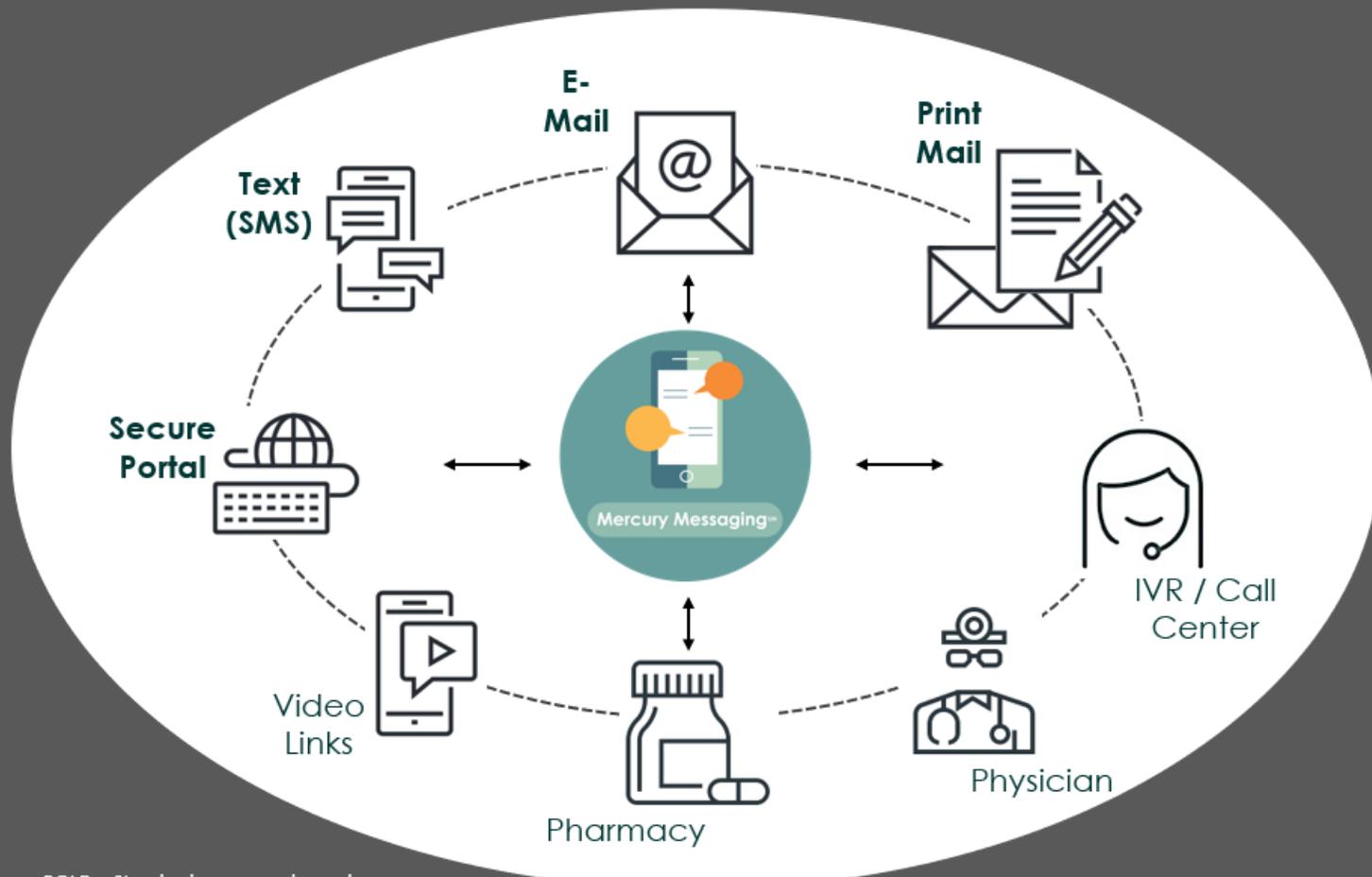
Pharmacy & Medical Data: Real-World Uses

Mercury Process Lifecycle



Pharmacy & Medical Data: Real-World Challenges and Opportunities

Messaging Channels



Pharmacy & Medical Data: Real-World Challenges and Opportunities

New Developments users of Data. (Pharmacy Data Experts)

Integration of EMR data into Health Plan Data Warehouses – Major Impact (Difficulty)
Escalating controls over data security and data privacy – Impact (Slower Development)
Consolidation of the Retail Pharmacy Industry – Minimal Impact (Standardized Data)
Consolidation in Health Systems and Providers – Impact (Greater Interoperability)
Consolidation in Health Plan Industry – Impact (Opportunities Move to Govt)

Pharmacy & Medical Data: Elements and Sources

ICD-10

Diagnosis Codes
X12

Compliance

Audit Firms
(clinical and financial)

Compliance Management
(HiTrust, HIPAA, GDPR)

Compendia Data

GPI codes
GCN Codes
ETC Classifications
Crosswalks
MDDB Wolters Kluwer
MedKnowledge First Databank

CPT/HCPCS

Procedure Codes (Owned by AMA)

Government

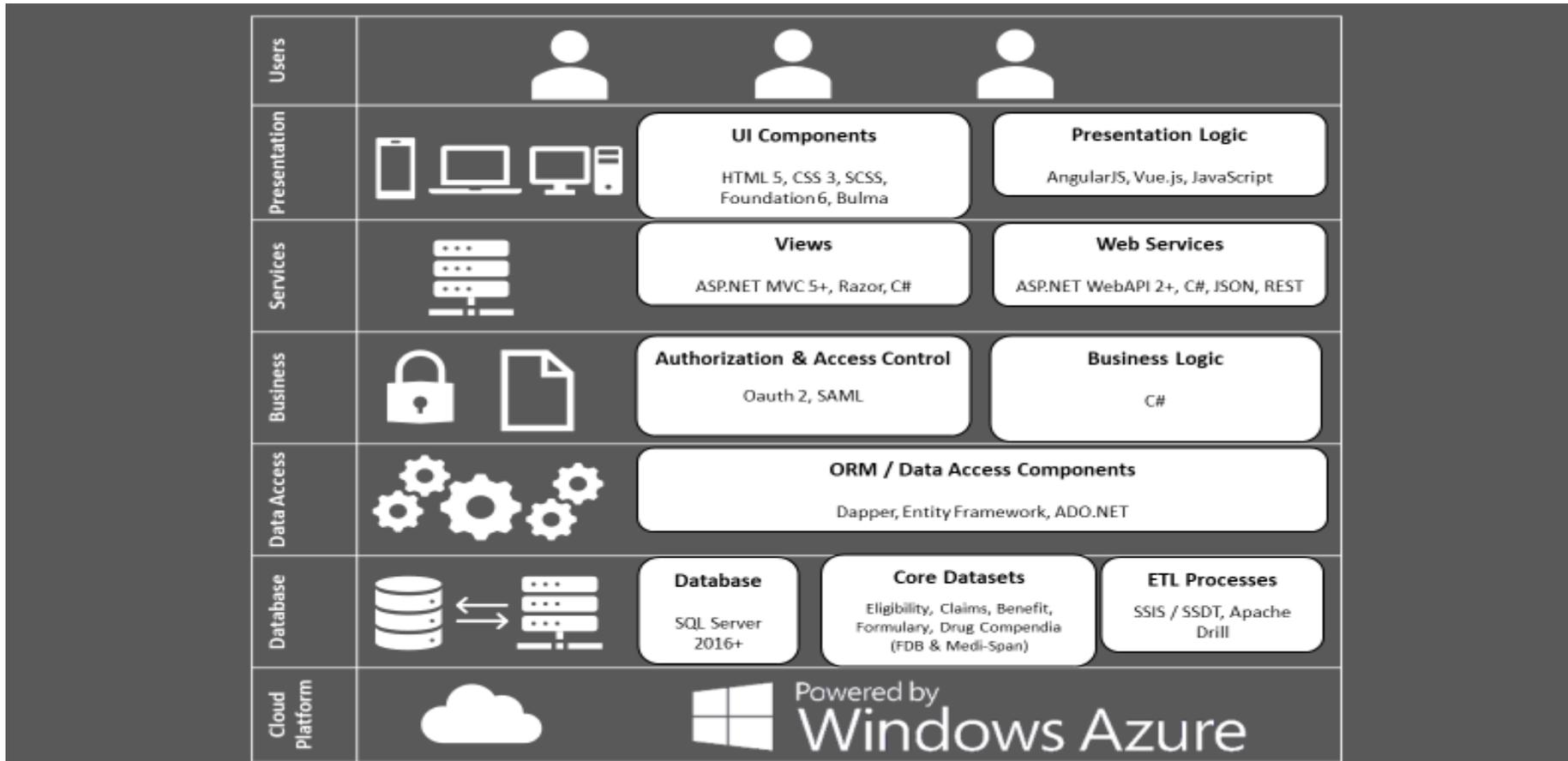
SnoMed
Stars Measures
UPC codes
NDC Codes
ASP

Pharmacy & Medical Data: Real-World Opportunities

Digital Health



Pharmacy & Medical Data: Real-World Technologies



Pharmacy & Medical Data: Real-World Challenges and Opportunities

Post Test Question 1

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Post Test Question 4

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