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# SPECIALTY PHARMACY NEWS

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## News and Strategies for Managing High-Cost Specialty Products

### Innovation Competition Results: BriovaRx and Diplomat Are Winners

In May, Specialty Pharmacy Solutions LLC, a specialty pharmacy consulting organization, announced a competition to identify, select, and showcase specialty pharmacies in the U.S. that are developing innovative strategies, services, tools and business concepts that are integral to moving the specialty pharmacy industry forward.

Specialty pharmacies were invited to submit their innovations for a review by a blind panel of experts. In addition to Specialty Pharmacy Solutions Principal Consultant Bill Sullivan, that panel included Specialty Pharmacy News Managing Editor Angela Maas and Health Strategies Group Research Director Howard Flushman.

After a review of all the submissions, the results are ready to be unveiled. Of all the submissions received, only two met the true definition of “innovation”: “a new idea, device, or method; the act or process of introducing new ideas, devices, or methods, change, revolution, upheaval, transformation, metamorphosis, breakthrough, originality, ingenuity, inspiration, inventiveness.” Additionally, one program was found worthy of honorable mention. Some entries could not be considered because the programs had not yet been implemented. As such, they will be strong contenders for the 2015 competition.

#### Innovation: Live Video Consultation Service

BriovaRx Specialty Pharmacy, a division of Catamaran Corp., was selected for its launch of its Live Video Consultation Service. This video application catapults medication therapy management to a new level by establishing a face-to-face connection between a new-to- therapy patient and his/her clinical pharmacist.

This service truly meets the level of innovation that the competition was seeking to identify. The use of interactive video breaks the barrier of traditional — and somewhat limiting — social media and allows for real patient engagement. This first-to-market application is worthy of recognition — and replication — throughout the specialty pharmacy industry.

Learn more about this the BriovaRx program at [www.youtube.com/watch?v=pWsyFwAOVaQ](http://www.youtube.com/watch?v=pWsyFwAOVaQ).

#### Innovation: Diplomat University

Diplomat Pharmacy, Inc. launched Diplomat University in 2013 as a large-scale educational and training program for Diplomat employees. That program has rapidly evolved to be a resource that is able to be customized for external audiences. As the specialty pharmacy space continues to grow, Diplomat believes that training is an integral element to delivering quality care to patients and an increasingly vital element of each new drug that is brought to market. By focusing on education, Diplomat University has transformed the specialty pharmacy model.

This inventiveness moves beyond simply processing prescriptions and demonstrates that there is a place for the company to lead the industry in knowledge with the unique perspective of a strong clinical foundation.

### Honorable Mention: Copay Offset Program

Prime Therapeutics LLC Specialty Pharmacy's Copay Offset Program is a commendable program that is atypical in the current specialty pharmacy marketplace. At a time when many payers are seeking to restrict the use of copay cards and patient-assistance tools, this program take a contrarian approach in regard to specialty medicines, believing coupons can be vitally important due to the high cost and lack of generic options for specialty medicines. Prime's specialty pharmacy subsidiary dedicates a team of four full-time experts whose focus is to research and help members access copay offsets including coupons and patient-assistance programs. The goal is to defray the cost of these expensive, but important, drug treatments so members can access life-saving medications or maintain adherence and thereby improve their overall health. In 2013, the first year of this program,

Prime Specialty Pharmacy helped nearly 20,000 members save \$21.2 million on specialty medicines.

For more information on the Innovations in Specialty Pharmacy Competition, contact Sullivan at [wsullivan@specialtyrxsolutions.com](mailto:wsullivan@specialtyrxsolutions.com) or at 781-929-4302.

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