

CASE STUDY

Mail Order & Online Pharmacy Improves Efficiencies & Effectiveness

CHALLENGE

For a full-service mail order and online pharmacy to provide its employees with the fastest, most up-to-date, and accurate set of informational tools possible, increase its pharmacists' productivity, and help the company offer the highest level of customer service.

SOLUTION

Elsevier's Clinical Pharmacology

RESULTS

The pharmacy's staff uses Clinical Pharmacology for every aspect of its prescription services, from initially filling prescriptions and checking for drug interactions, to researching medication-related health concerns and offering counseling to customers. Productivity has increased. Pharmacists are more proactive in providing customers medication-related information.



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The Challenge

A full-service mail order and online pharmacy, founded in the mid-1990s, provides prescriptions to employees enrolled in health plans. Before it opened for business, it recognized that it needed to use the best drug reference available. Because it planned to fill orders via mail order, fax, and online, it had to provide its employees with the fastest, most up-to-date, and accurate set of informational tools possible. It also needed reference tools to make sure its pharmacists could check prescriptions for potential issues such as drug-to-drug and lifestyle interactions, contraindications, and precautions.

The company was looking for a solution that also went beyond providing the best information possible. It needed a solution that would help the firm achieve key business results by making its pharmacists as productive as possible, and help the company offer the highest level of customer service.

The Solution

The mail order firm quickly recognized that Clinical Pharmacology was the ideal professional drug reference because it is updated more quickly and frequently than the competition, and is significantly more accurate. In addition, competitors do not always include important information such as drug interactions.

Clinical Pharmacology is web-based and updated in real time with the latest information from leading authoritative sources. It is accepted as a professional drug reference by all 50 State Boards of Pharmacy. It is also officially recognized as a drug compendium for use in Medicare coverage decisions regarding the appropriate use of drugs and biologics for patients with cancer by the Centers for Medicare and Medicaid Services (CMS).

The company was impressed with Clinical Pharmacology's ease of finding information, high degree of accuracy, and the way it lets pharmacologists dig deeply to find drug interactions, recommended dosages, prescription alternatives, and more.

The company's lead pharmacist, who helped make the decision about choosing Clinical Pharmacology says, "I had worked for other companies counseling people over the phone about their prescriptions, and I had used many products that were frequently not updated in a timely way. I had also used Clinical Pharmacology and had experienced firsthand how far superior it was to the competition. I have 100% confidence that the information in the system is accurate and up-to-date and that when I need that information, it will be available. There's nothing we could have chosen that is any better than Clinical Pharmacology. It's what I recommended and we have been using it ever since."

The Results

The company uses Clinical Pharmacology for every aspect of its prescription services, from initially filling prescriptions and checking for drug interactions, to researching medication-related health concerns and offering counseling to customers. Pharmacists' productivity has improved considerably because the information they need is always at their fingertips. They do not need to spend unnecessary time searching for information, and so can devote themselves to higher-value tasks and getting more accomplished every day.

The company has found that Clinical Pharmacology makes it much easier for pharmacists to do their work. For example, if pharmacists have difficulty deciphering a prescription, they can use its phonetic spelling, and Clinical Pharmacology will help identify the proper prescription.

Pharmacists frequently refer to Clinical Pharmacology when patients call with questions about the drugs that have been prescribed to them, including dosage instructions, possible side effects, and interactions with other drugs.

Just as important is that Clinical Pharmacology helps the pharmacists be proactive, and not just wait for patients to call with questions. It warns about potential drug interactions, and makes it easy for the company's pharmacists to contact

physicians if they have patients taking problematic combinations of drugs. When pharmacists use Clinical Pharmacology and find a potential issue, they can simply click, print the information, and send it directly to the prescribing physician.

Clinical Pharmacology offers information that can have a dramatic bearing on the health of customers, particularly when they visit multiple doctors and receive medications from each doctor, not knowing what interactions those drug combinations might have. For example, patients may not realize that they should tell their eye doctors what heart medications they are taking, and so physicians do not always know all the medications their patients are taking. This can lead to potentially dangerous drug interactions.

The company's pharmacists see all the drugs patients take, even when physicians don't. Clinical Pharmacology alerts them when there are potential issues between multiple drugs. Pharmacists then tell both doctors and patients about the potentially harmful interactions.

In just one example of how Clinical Pharmacology has helped in this way, a patient was put on potassium-enriching medications from multiple doctors for different reasons. Clinical Pharmacology red-flagged the issue, warning that taking the prescribed drugs could eventually lead

to a heart attack. A pharmacist from the mail order firm contacted the patient and cautioned her to look out for particular warning signs.

Two days afterwards, the patient suffered a heart attack. Because she had been warned about the potential interaction, the patient recognized she was having a heart attack and went straight to the hospital. Because she received care immediately, she quickly recovered.

Summing up the system's benefits, the lead pharmacist says, "Without Clinical Pharmacology, it would be like we were blind. We would not have up-to-date information, we would not be able to find information as quickly, and we wouldn't be able to provide as high a level of service as possible to our customers."

Clinical Pharmacology

“Elsevier has proven to be an excellent partner. Not only do they update the information in Clinical Pharmacology in as timely a way as possible, but they’re always there to answer our questions, provide the help we need and listen to our suggestions on how to make the product even better.”

Lead pharmacist for mail order pharmacy

Trusted by more than 2,000 hospitals, Clinical Pharmacology is accepted as a professional drug reference by all 50 State Boards of Pharmacy. Clinical Pharmacology is a web-based application that provides the most current information through real time updates. It is also officially recognized as a drug compendium for use in Medicare coverage decisions regarding the appropriate use of drugs and biologics for patients with cancer by the Centers of Medicare and Medicaid Services (CMS). Clinical Pharmacology has been named by independent research studies as the most complete and dependable drug reference solution on the market today. For health care professionals, that means it provides the most comprehensive, current drug information through the industry’s cleanest, easiest-to-use interface.

For more information, please:

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