

Life in the Fast Lane

Pharmacy Innovation

Telehealth visits, internet pharmacies, mobile health apps, wearable devices and enhanced patient touchpoints are all transforming our industry. The Covid pandemic fast-tracked healthcare innovation at a speed no one anticipated – and the revolution is just getting started.

These changes, combined with science and technology breakthroughs, have inspired a new generation of healthcare entrepreneurs. Innovators are reinventing the future, breaking down barriers and launching new ideas for everything from patient engagement and clinical care, to medication prescribing and delivery, to data analytics.

Change and growth in the pharmacy industry doesn't have to be expensive, complicated and cumbersome. By leveraging existing assets, infrastructure and technology, healthcare companies can easily grow and scale, creating a fast track to business success.

In this time
of change and
opportunity, a scalable
growth engine makes
all the difference.

**It's a brave
new era.**

With so much of healthcare moving from the exam room to the computer screen, telehealth is front and center, but it's not the entire story. Biopharma, precision medicine, wearable technology, artificial intelligence and virtual reality are well positioned, well funded and poised to shake up the industry. From preventive medicine to complex care such as oncology, investments in genetics-based capabilities are pushing forward this brave, new era.

Today, the industry has an opportunity to unwind the complicated healthcare delivery system.

Growing **Without** the Pains

Why make large investments in operating costs, technologies, facilities, equipment and regulatory compliance when you can take advantage of capabilities readily available from a trusted outsource partner?

The distance from idea to implementation is growing shorter.

Experienced outsource partners bring decades of experience, hardened infrastructure and big investments in technology. The right partnership makes it easy to achieve your objective and grow as big – and as quickly – as necessary.

Partnering with the right company can make the difference between fast, successful business growth with loyal and satisfied customers – or not. Take a thoughtful approach when evaluating and choosing your outsource services partner.

Pharmacy Outsourcing Principles

1

Customer Loyalty

Create satisfied customers and build brand loyalty via an exceptional experience.

2

Brand Value

Enhance brand value by keeping the spotlight on your brand.

3

Scale

Scale efficiently, avoiding costly and time-consuming capital investments.

4

Growth

Extend your business model by adding new products and revenue streams.

5

Efficiency

Streamline existing operations with automation and technology efficiencies.

6

Differentiate

Focus on what you do best to achieve maximum product differentiation.

CHAPTER 1

Customer Loyalty

Create satisfied customers and build brand loyalty with an exceptional customer experience.

More than ever, patients are willing to explore new and different models for accessing healthcare. Online prescribing, virtual visits, at-home lab tests and other channels are thriving and expanding, backed up with tools and technology that promote accuracy, speed and convenience. An outsource services partner should provide effective programs and approaches that support your business model.

Flexibility is crucial. Your business is unlike other businesses. Pharmacy partners must have the flexibility and agility to deliver the personalized experience and attention to detail that patients need. Getting patients on therapy quickly creates brand loyalty and high levels of medication adherence, all part of a successful patient journey.

40%

of patients plan to continue to use telehealth¹

50%

of providers feel e-visits can safely replace some in-office visits²



Telehealth visits
38X
higher utilization
than before
COVID-19³

CHAPTER 2

Brand Value

Enhance brand value by keeping the spotlight on your brand, always.

Make sure your outsource partner built their business capabilities to easily support putting **your brand** on the services they provide for you. With private labeling, clients can use their outsourcing partner to help build their unique brand. A fully-branded experience builds consumer loyalty and brand recall.

Medications can be specially packaged and labeled. Digital patient engagement tools, such as a mobile app or a patient portal, must allow for easy branding with the client's name, logo and customized information for a seamless consumer experience. In customer service centers, customized phone numbers, answered with specific client greetings, ensure customers interact with the client brand at all times.

CHAPTER 3

Scale

Scale efficiently, avoiding costly and time-consuming capital investments.

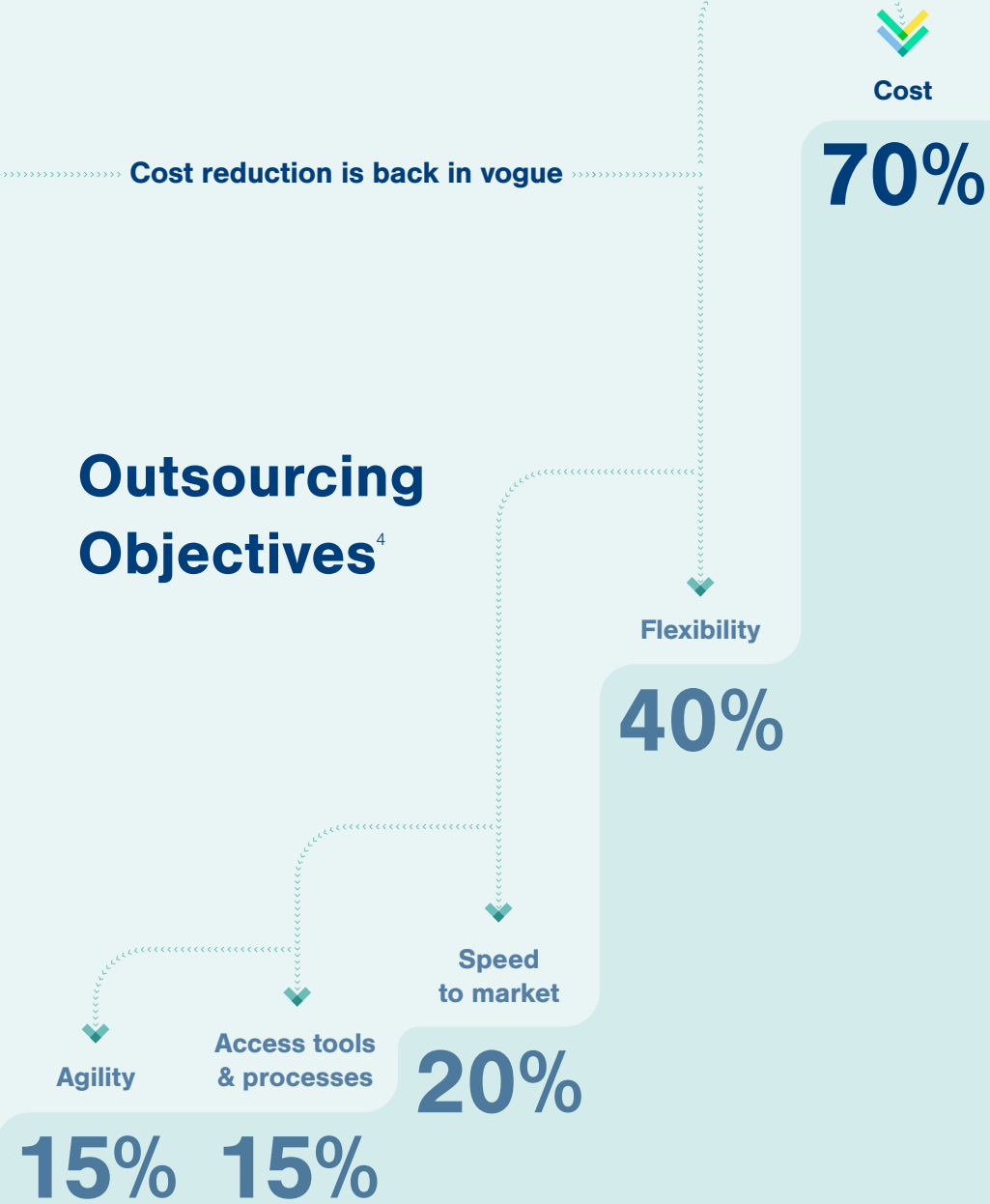
Beyond bricks and mortar, building your own pharmacies requires large-scale investment in the clinical team, licensing, robotics, automation and technology. While a multi-year capital investment to build and run it yourself is always an option, when speed to market is vital or you need to scale quickly, time is not on your side.

Access to an established, efficient operating model will drive down your operating costs and increase your margin. As you consider build vs. buy decisions, keep in mind the additional savings and value your outsource partner should bring to the table for you. Improved cost of goods, better shipping rates and better customer service with already-established data links make all the difference.

“Outsourcing decisions play a strategic role in short-term resilience and long-term growth.”

Cost reduction is back in vogue

Outsourcing Objectives⁴



CHAPTER 4

Growth

Telehealth market
\$185B
 by 2026⁵

Extend your business model by adding new products and revenue streams.

What starts as one product idea may quickly spread to additional products and services that your customers need. Creating satisfaction and stickiness with customers is your goal, ensuring repeat business and growth in customer value over time. Adding services in new geographic areas, new product capabilities or new customer segments are all paths to accelerated company growth.

An outsource partner with broad healthcare capabilities positions you to take advantage of emerging opportunities for new revenue streams. A partner with clinical expertise, patient care programs, consumer engagement tools and consumer service centers already in place can serve as a launchpad for your continued growth and innovation. Consumers expect easy access to find what they need, when they need it. And when it comes to healthcare, digital consumer touchpoints need to be flexible, personalized and secure.

Business leaders predict that by 2026, half of their revenues will come from products, services, or businesses that haven't yet been created.⁶

CHAPTER 5

Efficiency

Streamline operations with automation and technology efficiencies.

As in other industries, state-of-the-art pharmacies take advantage of automation and technology to handle routine prescription dispensing steps in the fulfillment process. Automated pharmacy lines reduce labor costs, increase accuracy and decrease errors while improving turnaround fulfillment times. Pharmacists and pharmacy technicians play a vital role at key steps in the process to ensure clinical oversight.

Complexities of state licensing are often more challenging and expensive than anticipated. Staying in front of ongoing changes to each state's specific requirements is time consuming, but absolutely essential. In addition to a high degree of automation and technology, your pharmacy partner must maintain an investment in the clinicians and regulatory experts to keep prescription fulfillment in compliance and on track.

\$250B

of all Medicare, Medicaid and commercial outpatient, office and home health spend can potentially be virtualized⁷

CHAPTER 6

Differentiate

Focus on what you do best to achieve maximum product differentiation.

It's a crowded industry with copycat companies looking to borrow your idea and run with it themselves. The most successful healthcare companies anticipate this and find meaningful ways to differentiate that add true customer value and are hard to replicate. As business leaders planning a roadmap for the future, decisions regarding when to build and when to partner will impact the growth curve of your company.

A proven path is to outsource processes that detract from your core focus. By spending less time on services that are important, but ancillary to the core of your value proposition, you are better positioned to lead the market. In healthcare, that may mean putting your focus on the customer healthcare journey, ensuring high-touch patient care or finding unmet patient needs your company can support, while your outsource partner fills vials with pills and adds labels to packages.

US Digital Health Funding⁸

Rock Health



The real play with outsourcing is to use it as a tool to drive strategic value, transform businesses, and even fundamentally change industry dynamics.⁹

Harvard Business School

About HealthDyne

HealthDyne helps innovative healthcare companies bring new, disruptive ideas to market, serve consumers and continue innovating. We also help regional health plans and PBMs optimize their business model and find a competitive edge to differentiate and grow – all to empower better care for patients and consumers.

Key Capabilities



Medication Distribution

Built for total flexibility, our pharmacy services – mail order, central fill and specialty pharmacy – are configurable to align with client needs.



Consumer Engagement

Optimized touchpoints ensure the best experience at each interaction with technologies patients and consumers prefer – text, email, live chat and video visits.



Specialty & Patient Care

We keep patients actively engaged in their care while we manage the clinical appropriateness of care for the highest cost patients.

We Should Talk!

We serve as the behind-the-scenes preferred pharmacy partner for some of the biggest names in healthcare.

Contact us to explore ways we can help you grow and optimize your business.

Sales@healthdyne.com

Visit [HealthDyne.com](https://www.healthdyne.com) to learn more.

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