

# Mobile Medical Solutions ePrescribing Tool

## CASE STUDY

- CONSHOHOCKEN, PA
- DALLAS, TX
- MAYNARD, MA
- MINNEAPOLIS, MN
- NEW YORK, NY
- ORLANDO, FL
- PHOENIX, AZ
- REDWOOD SHORES, CA
- WASHINGTON D.C.

### The Client

Our client is a Global 500 company and one of the nation's largest healthcare services providers, serving four million members in eight states and Guam. The company provides managed care products, behavioral health services, life and health insurance, and dental and vision services. It is also one of the largest Medicare HMO's in the US, providing HMO-related products and services. The client also owns a Pharmacy Benefit Management (PBM) service that provides formularies, claims services, and mail-order prescription services. The PBM serves the client's members and members of other Service Providers.

### Client Objectives

Our client approached Breakaway Solutions with a request to develop two applications to digitize and automate prescription writing. One solution was a mobile application for prescribers that automated the prescription writing process and also enabled real-time access to patients' drug/allergy histories and specific formulary information. Prescriptions also needed to be electronically transmitted to the client's mail-order pharmacy. The second solution was a desktop application for "front office" personnel that enabled real-time patient (insurance) eligibility checks and scheduling.

For both solutions, the client required minimal latency, a robust user interface, and secured transmission of all data for complete privacy. Also required was live access to data sources to push/pull information, and the development of web, data, and application servers. Integration with the client's PBM legacy system (AS/400) and in-house mail-order pharmacy were also critical business factors.

### Solution

After a thorough review of our client's expectations, business objectives, ROI metrics, and prescriber/PBM workflows, Breakaway implemented a number of solutions for the client. We conducted constituent research to identify business drivers and prescriber pain points, determine desired application features/functions, and pinpoint end-user hardware preferences (Palm versus Pocket PC). This allowed the client to have a much clearer understanding of what features and functions were vital to end-user adoption, thus significantly increasing the chances for success by addressing the needs/pains of end-users and the client's PBM.



### Solutions Provided

- Automated prescribing process
- Drug-drug, drug-allergy, duplicate therapy interaction checks
- Real-time mobile access to global patient drug history
- Real-time mobile access to patient-specific formulary information
- Real-time mobile access to data sources – no syncing required
- Integration with backend system
- Development of web, data, and application servers

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## Solution continued

Based on the results of this research, Breakaway worked in partnership with the client team to produce a robust solution with a dynamic front-end design, resulting in an optimal user interface with minimal pages and click-throughs.

One of the application's major competitive differentiators is the ability to connect directly into the client's highly secured backend system (AS400) to allow access (from the wireless CE device) to patients' global drug history and formulary information\*. This feature enables prescribers to access critical patient data in real-time, no syncing of the wireless device required. Accessing real-time data provides caregivers with critical patient information when they most need it, and patient-centric formulary information enables prescribers to stay formulary compliant, which can save our client millions of dollars annually and reduce processing and administrative costs.

The application's drug-to-drug/allergy interaction and duplicate therapy checks reduce the chance of harmful drug/allergy interactions and duplicate therapies. Prescriptions are saved in real-time to the database (housing patient records); again, no syncing required. The application also electronically transmits prescriptions directly to the client's in-house mail-order pharmacy for fulfillment, which increases traffic, revenues, and overall patient satisfaction. Mail order routing frees patients from picking up prescriptions and they obtain more medications for less money. Prescriptions created by the application are printed and legible, thus reducing errors caused by illegible handwriting and misplaced decimal points. Pharmacy call-backs (to prescribers), which often add up to an hour per day, are also significantly reduced, thereby saving prescribers, pharmacies, and patients time, and money.

## Benefits to the Client

Breakaway's ePrescribing solution enables our client to provide prescribers critical patient data in real-time, resulting in improved efficiencies and increased safety at the point of care. With the application, our client is able to alter physicians' behaviors at the point of prescribing by guiding them to select medications within formulary, prescribe medications without risk of harmful interactions, and route prescriptions to their mail-order pharmacy. This automates workflows, reduces operational overhead costs, and increases traffic and revenue to the client's mail-order pharmacy. The client previously had no means to guide the physician's prescribing behavior at the point of care/prescribing, resulting in minimal formulary compliance and reduced traffic to its mail-order pharmacy.

\*Competitive solutions utilize general, plan-specific (versus patient-specific) formulary information, which can lead to prescribing off formulary.

## Benefits

- Saves time and money
- Reduces operational overhead costs
- Reduces prescribing errors
- Reduces call backs to prescribers
- Increases traffic and revenue to mail-order pharmacy
- Increases formulary compliance
- Increases patient satisfaction
- Increases overall revenues

## Technologies/Protocols Used

- Windows 2000
- IIS 5.0
- VB
- eVB
- XML
- ASP
- SQL Server 2000
- ActiveReports

## About Breakaway Solutions

Since 1992, Breakaway Solutions, Inc. (NASDAQ: BWAYE), has been helping companies achieve real value by delivering business solutions that enable its clients to better serve their customers, collaborate with their partners and suppliers, and work better within their organizations. Breakaway Solutions is a Full Service Provider (FSP) of integrated strategy, implementation, and application hosting solutions providing its Global 3000 customers with a deep concentration in Customer Relationship Management (CRM), Business-to-Business Collaboration and Exchanges, Mobile Solutions, and Workforce Collaboration. Headquartered in Conshohocken, PA, Breakaway Solutions has a network of regional offices, Internet Solutions Centers, and Application Hosting facilities in major cities across the U.S. Breakaway Solutions can be reached at 800/925-7100 or at [www.breakaway.com](http://www.breakaway.com)

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