Point·of·Care
PARTNERS | HEALTH IT MANAGEMENT CONSULTANTS

ePRIOR AUTHORIZATION'S REAL BENEFITS:
Reducing Frictional Costs and Speeding Time to Therapy

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A Point-of-Care Partners Analysis, Trends, and Action (ATA) Report

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Representative Organizations Associated/Involved With ePA

- AHIP - America's Health Insurance Plans
- AMA- American Medical Association
- APhA - American Pharmacy Association
- ASCO – American Society of Clinical Oncology
- CAQH CORE – Council for Affordable Quality Healthcare - Committee on Operating Rules for Information Exchange
- CE – Cooperative Exchange
- EHI – eHealth Initiative
- HATA – Healthcare Administrative Technology Association
- HFMA – Healthcare Financial Management Association
- HHS – Health and Human Services
- MGMA - Medical Group Management Association
- NCPDP – National Council for Prescription Drug Programs
- NCVHS – National Committee on Vital and Health Statistics
- PCMA - Pharmaceutical Care Management Association – represents US PBMs
- PhRMA – Pharmaceutical Research and Manufacturers of America
- WEDI – Workgroup for Electronic Data Interchange
- X12 – Chartered by the American National Standards Institute

About Point-of-Care Partners

Point-of-Care Partners (POCP) is a leading management consulting firm assisting health care organizations in the evaluation, development, and implementation of winning health information management strategies in a rapidly evolving electronic world. Our accomplished health care consultants, core services, and methodologies are focused on positioning your organization for success in the integrated, data-driven world of value-based care. POCP has been at the forefront of the development of a standardized ePA transaction for more than a decade. It has played a role automating ePA in the following capacity:

- Leading the Prior Authorization Workflow-to-Transactions Task Group, which has contributed/is contributing the following:
  - Transactions in support of the X12N 278, including creating HL7 PA attachments intended to be used to transmit clinical data attached to the X12 275
  - A modified use of the NCPDP SCRIPT standard in support of PA for drugs covered under the medical benefit
  - A use case in support of pharmacy-initiated ePA
  - A use case automating in a standardized communications between a payer and third party who the payer delegates responsibility for managing medical benefits such as oncology

About Point-of-Care Partners

- The program management organization (PMO) for the *Da Vinci Project,* a multi-stakeholder effort to leverage the HL7 standard, FHIR, in support of value-base care use cases, three of which support medical ePA

- Testifying on ePA to the Health Information Technology Advisory Committee (HITAC), an advisory committee created by the 21st Century Cures Act

- Testifying on ePA to the National Committee on Vital and Health Statistics (NCVHS), a statutory advisory committee for the Centers for Medicare and Medicaid Services (CMS)

- Subcontracting with the Agency for Healthcare Research and Quality (AHRQ) to convene an expert panel charged with composing a 5-year roadmap for ePA development and adoption

- The PMO and key subcontractor for a Medicare Modernization Act ePrescribing pilot (that featured ePA) led by the RAND Corporation and involving other key stakeholders such as Horizon Blue Cross Blue Shield of New Jersey, Caremark, RxHub (now part of Surescripts), Allscripts and the University of Medicine and Dentistry, New Jersey

- Presenting more than 15 times and publishing more than 7 articles on ePA in the last decade (all of which are available on POCP's Web site: www.pocp.com)

- Consulting engagements with prominent companies in each stakeholder category represented in Figure 34 of this report

Meet the Authors

Anthony J (Tony) Schueth, MS, CEO & Managing Partner. A healthcare and pharmacy benefits management veteran, Tony started POCP 16 years ago and is considered an expert in health information technology (HIT) in general and one of the nation's foremost experts in electronic prescribing and ePA. As it relates to ePA, it is noteworthy that he served as the leader for the NCPDP Prior Authorization Workflow-to-Transactions task group from 2004-18. That role led to him testifying to the Health Information Technology Advisory Committee (HITAC), an advisory committee for the Office of the National Coordinator for Health IT (ONC), formed by the 21st Century Cures Act.

On three separate occasions, he also testified to the National Committee on Vital and Health Statistics (NCVHS), a statutorily formed advisory panel for CMS. He was the project lead for the Medicare Modernization Act (MMA) ePrescribing pilots that emphasized ePA, and the lead for the Agency for Healthcare Research and Quality (AHRQ)-sponsored ePA expert panel. He has also spoken at conferences and trade shows and written extensively about ePA, and served as the executive sponsor, subject matter expert or lead in advising companies in every ePA stakeholder category.
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Jocelyn Keegan, Payer/Practice Lead. Jocelyn is a senior health care information technology consultant with expertise in payer/provider collaboration, prior authorization workflows and software product development, and currently is the program manager for HL7's Da Vinci project, which is focused on leveraging the FHIR platform to develop standard for provider and payer workflows. She also serves as the co-lead of the NCPDP Prior Authorization Workflow-to-Transactions and Benefit Coverage Identification task groups. Jocelyn has led product management teams to implement X12, NCPDP and HL7 standards, including leadership on the pilot for the NCPDP ePA standard with CVS Caremark, CoverMyMeds and Surescripts, and the launch of ePA for specific health plan client integrations. With 25 years' experience building products Jocelyn deeply understands the challenges and imperative to develop software solutions that focus on empowering both current and future user workflows. Jocelyn previously led product and change management programs that supported the drive of Thomson Financial/Reuters from a siloed product company to an API services and solutions organization. Complete bio: **https://pocp.com/team/jocelyn-keegan/**

Meet the Authors
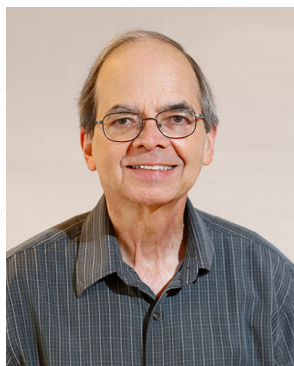
Michael Solomon, PhD, MBA, Practice Lead, eCare Management. Dr Solomon is a health information technology expert assisting healthcare organizations on strategies and innovations for growth. Recent engagements include facilitating ePA landscape analysis and implications for two HIT organizations. Other projects include helping a technology company with an ePA product strategy, and pricing and positioning it in the marketplace. The author of numerous articles and blogs, prior to joining POCP Michael led the market research, strategic planning, and new business development for IDX Systems Corporation, a publicly held HIT company acquired by GE Healthcare and now part of athenahealth. Complete bio: **http://pocp.com/michael_solomon.html**

Ken Kleinberg, MA, FHIMSS, Practice Lead, Innovative Technologies. Ken has spent the last 21 years of his more than 40 years of experience in IT solely in healthcare. He is a strategic leader who has helped large health organizations in the US and abroad select and implement cutting-edge IT solutions and services that radically transform and improve care delivery. Ken has authored hundreds of white papers on enabling and emerging technologies (especially AI/ML/NLP, workflow, HIE, patient engagement, and mobile/wireless).

Over the last few years, he has focused on the intersection of payers and providers in such areas as population health management, care management, and PA. He is a recognized industry expert who has appeared on national television (ABC, CNBC); quoted in major media (USA Today, NY Times, Forbes) and healthcare industry publications. Ken has spoken at dozens of health care events (HIMSS, CHIME). Prior positions for Ken include VP of research at Chilmark Research, managing director at the Advisory Board (now Optum), VP of business development at Health Language (now Wolters Kluwer), VP and hospital strategist at Allscripts, and health care VP and editor-in-chief for Gartner. He has also held positions on the HIMSS Patient Safety, Enterprise Information Systems, and Connected Patient Committees. Complete bio: **https://www.pocp.com/team/ken-kleinberg/**

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To learn more about Point-of-Care Partners' ePA expertise, visit **www.pocp.com.** If you're interested in POCP helping your company understand the changing healthcare landscape and implement effective ePA or medication management strategies, contact **info@pocp.com.**

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