



Growing your resupply program:

from setup to retention





We all know it takes many steps to fill orders, and no two patients are the same. But with a cohesive resupply program that offers a wide range of outreach methods, you can experience gains in both patient outcomes and profitability.

This eBook examines how you can expand your resupply program beyond sleep therapy and create greater efficiencies to keep it growing. You'll gain insights into key steps for setup, tips to maximize the order, and warning signs for patient retention.

Why you need it

How to get there

Best practices

Patients and profits



Why you need it

Sleep is likely the first thing that comes to mind when you think about resupply. Ours, too. But today's successful resupply program should go beyond sleep to support multiple service lines and disease states. In fact, at Brightree, we now support six disease states: sleep, incontinence, diabetic, enteral, ostomy and urology.



No matter which part of resupply you're focusing on, there are four central benefits to a patient-centered program.

Patient outcomes

Driving regular resupply to your patient population increases therapy compliance and ensures that patients are consistently replenishing supplies and replacing items according to recommended schedules. And that means increased patient satisfaction as well.

Revenue

The low-touch approach of resupply maximizes revenue gains, providing that consistent, recurring and dependable revenue stream that is vital to any business.

Efficiency gains

Utilizing key integrations and implementing a complete end-to-end solution consolidates workflows and decreases the amount of manual work and labor, all while minimizing errors.

Referral satisfaction

A solid program allows you to foster your relationships with referral sources and physicians by giving them confidence that their patients are properly cared for by ensuring outcomes are achieved.

How to get there

01 Set-Up

We've found that the surest path to a successful resupply program is laying the right foundation from the start. These are our 7 must-haves:

Empathy

For a lot of patients, starting a new therapy is often a major lifestyle change. They may not know what to expect or how the therapy will impact their daily lifestyle. Taking the time to understand any of the patient's concerns and apprehensions helps lay a solid foundation. Offering support from the initial patient interaction can lay the groundwork for a smooth set-up.

Expectation setting

The initial equipment set-up is the right time to set expectations and walk through the resupply process so that the patient knows what to expect and when they can expect it.

Compliance

We've found that it's imperative to discuss therapy compliance to drive home why it's so important. Taking the time to explain what compliance is, how it will be measured, and why resupplying at the appropriate intervals can help drive it.

Input

Patients who are active participants in their therapy are happier patients. Get patient input, especially when it comes to their preferred method of resupply outreach.

Regular communication

It's not enough to set up the proper expectations with the patient. Make sure to confirm follow through with regular communication.

Ongoing monitoring

Because there are multiple modalities within a resupply program, monitoring of patient outcomes is a must. Is the patient regularly responding to emails? Is interactive voice response (IVR) an effective communication tool or is it time for a live call?

Automated tools

Swift engagement is vital to identify and resolve therapy issues proactively. Using tools like Brightree's integrated therapy compliance monitoring system gets patients back on track and saves time, ultimately strengthening your relationships with patients, physicians and referral sources. Tools like analytics will also move you from a reactive to a proactive approach to resupply.

How to get there

02 Transition

After a strong foundation is set, there are two areas to focus on as patients transition into resupply: maximizing order opportunities and retention.

Maximizing order opportunities

Creating efficiencies in order processing and fulfillment is achieved by simply minimizing the number of shipments needed to process and fulfill orders. You do this by having patients order everything at once. This can **generate cost savings, improve revenue margins, and positively impact labor and resources.** Other benefits to consider include:

Convenience to the patient

By maximizing to a single order, you only need successful outreach once per resupply cycle, creating a more streamlined and simpler experience for patients.

Meet compliance

Patients receiving partial orders run the risk of running out or not using critical supply items, so maximizing orders helps them comply with therapy requirements.

Increase revenues

Maximizing every revenue opportunity boosts your overall revenue streams. And doing it in a cost-efficient and predictable way for the patient drives patient outcomes while increasing your revenue.

So, what's the best avenue to maximizing these order opportunities?

One is to maximize allowable per order by understanding, aligning to and executing on your various payer reimbursement schedules. Failure to follow those schedules or delays creates a risk that the patient runs out of their supplies or misses key supply windows.

Tip:

Continue patient education and ongoing communication about the importance of ordering all eligible supplies.

The second way to maximize order opportunities is to maximize orders per patient per year. If you ensure that your patients align with reimbursement schedules, you're ensuring that they truly are ordering the maximum amount possible in their resupply year.

Tip:

Leverage multiple outreach methods; maintain timely outreach; consider a technology solution that can support resupply rules across all the disease states; consider a live call.

Retention



The second key focus as your patient enters the resupply program is on patient retention itself. The hard work that you've done to set up patients with a strong resupply foundation can all be lost if you simply allow them to slip out the back. Instead of mainly focusing on those patients who are ordering regularly and have minimal issues, spend time on moving those struggling patients into your success bucket. **How?**

Know the warning signs

Struggling patients may have a few or many signs. These include: poor compliance results, lack of communication, minimal or partial orders, problems with supplies.

Use analytics

The warning signs may not always be obvious. Analytics help you identify where and when drop off occurs in your patient base. By gaining insights down to the payer, user, branch or even product level, you can take a proactive approach with your at-risk population by measuring your opportunities and getting you that actionable insight.

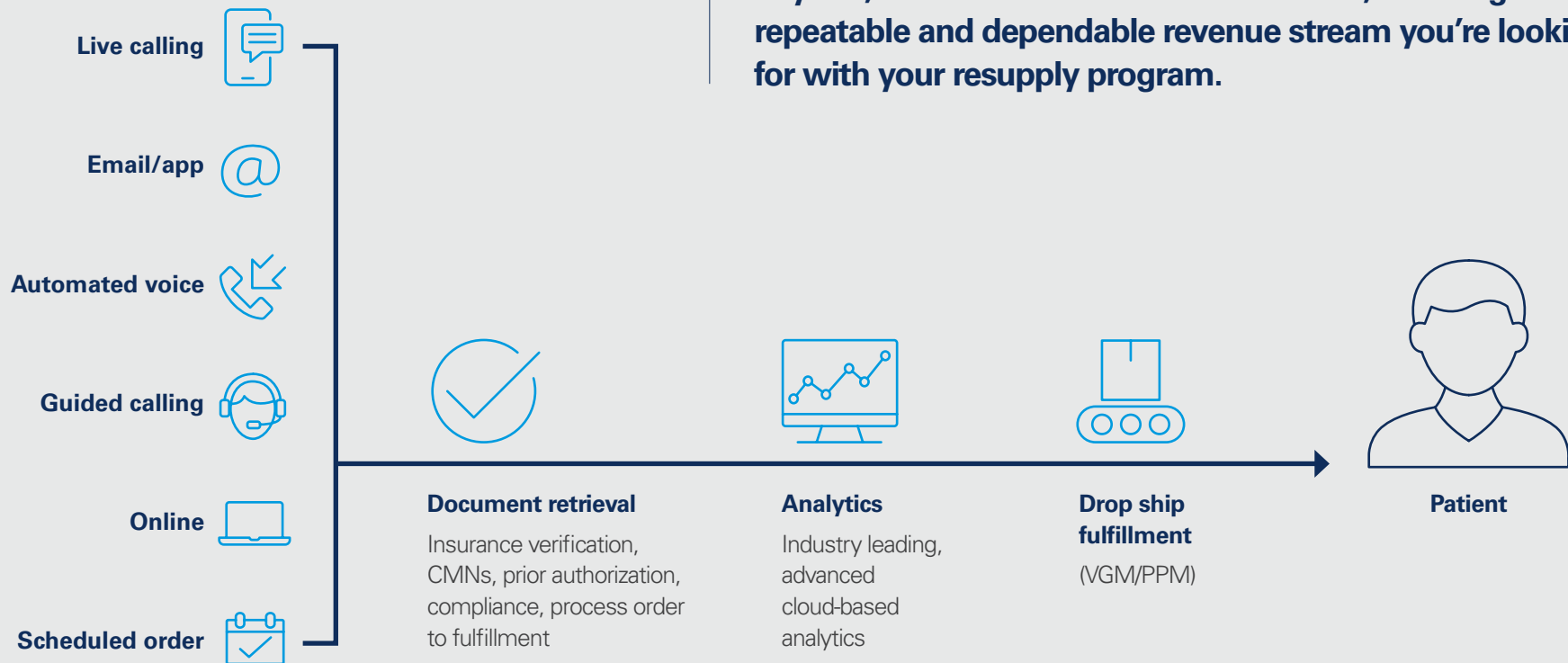
Execute a re-engagement plan

There will be times where patients fall out of your program. The quicker the patient gets back on a regular resupply cycle helps secure both your revenue stream and the patient's outcomes. A good plan includes outreach, looping in the referral source, and providing clinical support back to the patient.

How to get there

03 Software, services, analytics

Implementing an end-to-end technology solution allows you to take the burden off of your business by managing the complexities and bottlenecks of resupply to streamline your program. With a solution that includes software, services and beyond, the workflow becomes seamless, resulting in the repeatable and dependable revenue stream you're looking for with your resupply program.





Rapid results

Providers can expect to see immediate results of increased orders, revenue and allowable per order within the first 30 days of implementing a solid resupply program like Brightree ReSupply.

Software, services, analytics

The first key is the patient management software behind the scenes to ensure that patients are being contacted the right way, at the right time and with the right supplies. The Brightree intelligent engine manages multiple payers, patients and disease states to generate patient outreach via multiple methods. We support live calling, email, app, automated calls, online ordering and scheduled ordering.

The next step is putting in place additional services such as live calling and documentation retrieval to ensure a fully integrated turnkey solution for resupply.

Live calls can take your resupply program to the next level with the extra patient support needed to maximize orders and revenue. Using the guided call feature within Brightree, for example, is proven to get you better results in maximizing the allowable per order, increasing patient satisfaction and delivering higher patient retention rates.

Having a solid documentation retrieval system reduces order processing time while securing the needed documents for payments. In turn, the patients will receive their supplies in a timely manner and remain in compliance with their replenishment schedule.

Another crucial factor is access to a robust analytics tool, allowing you to measure outcomes and identify areas of missed opportunities and potential uplift in your resupply program. The ability to track your performance through KPIs is essential to improving patient care and creating a healthy resupply program.

Best practices

As you review your resupply program or consider a new resupply technology solution, here are 5 best practices you'll want to incorporate.

1

Multiple modalities

Having a solution like Brightree's that offers multiple modality options gives you a better chance of matching those patients in the way they prefer to receive resupply outreach.

2

Bundle it up

You can maximize orders and keep fulfillment costs low when you have technology to bundle items. Plus the ability to update order history ensures your patients are ordering the correct supplies.

3

Timely subscriptions

Getting the patient into a resupply program early can go a long way toward compliance. Integrating with compliance monitoring like Brightree's autosubscribe feature automatically enrolls that patient into the resupply program as soon as they're compliant, taking the manual work out of your hands.

4

Call flexibility

When it comes to call intervals to the population that you're serving, consider the overall resupply schedule as well as tailoring your outreach to align with the payer or another demographic. And since most patients have multiple phone numbers, technology like Brightree's that can roll through those options significantly improves your chances of successfully reaching the patient.

5

Analytics early

By managing your populations through data analytics and responding to the warning signs, you may be able to adjust and support your patients earlier, reducing the number of exceptions. Brightree's IntelligentQ validates patients so you have the right patient at the right time for the right supplies.



Patients and profits

The more frequently patients receive supplies, the longer they stay on therapy and that translates to better outcomes and more profits for your business. We help you focus on maximizing your allowable per order. We keep an eye on attrition. And we give you an efficient process for document retrieval to help drive those orders per patient per year. Because the sooner the documents are in place from order creation to fulfillment, the quicker we can actually fulfill the order. What's the power of the right resupply program?

Patient care and profitability.

For more information or to request a demo brighttree.com/consult 1.833.916.1554

