



RationalMed[®]

Proprietary safety solution to prevent costly hospitalizations and adverse events.

RationalMed[®] provides timely safety alerts to prevent unnecessary and costly hospitalizations and adverse events, all with no disruption for patients. This unique program complements existing Excellus BlueCross BlueShield pharmacy programs at no charge to further manage safety and health risks and close gaps in care. There are over 4,000 safety alerts that lead to increases in effectiveness of clinical care by making it easier for pharmacists and physicians to make decisions that improve patient health and safety.

Benefits

- Protects entire patient population against thousands of evidence-based health and safety risks
- Cost avoidance by sending real-time alerts to avoid duplication, omission of care, drug interaction and adverse events
- Enhances the value of real-time drug-disease alerts at the point of dispensing (retail and mail)
- Achieves high physician and patient satisfaction

Results¹

RationalMed triggered **229,761 alerts** in 2020, delivering **\$246.31 in savings per alert** and **\$821.74 in savings per action taken by pharmacists and physicians**. The total savings from the medical and pharmacy integration of this program was **\$4.91 PMPM**.



Medical Savings
\$4.05 PMPM



Pharmacy Savings
\$0.86 PMPM

How it works

Leveraging the power of integrated medical and pharmacy claims, RationalMed uses thousands of clinical rules to identify safety risks across three areas:

- **Adverse drug risk:** Interactions between the drug and a patient's disease state or between drugs; excessive dosing; duplicate therapies
- **Coordination of care issues:** Potential misuse/abuse; polypharmacy
- **Omission of essential care:** Underdosing; omission of essential therapy or drug-related testing/diagnostics; poor adherence

Once these risks are identified, patient-specific alerts are sent to physicians and point-of-sale alerts to pharmacists, aligning the speed of engagement with the severity of the safety risk.

Integrate	Medical Claims	Pharmacy Claims
Identify	RationalMed	
Intervene	Physician Alert	Pharmacist Alert
Channel / Frequency	Fax, Letter (Daily to Monthly)	Electronic (Real Time, Point of Sale)

Results

A physician prescribed estrogen hormone replacement therapy for a 64-year old patient, unaware that another doctor was treating her for a blood clot. Since estrogens can increase the risk of stroke and heart attack in patients with blood clots, RationalMed alerted the physician. He quickly changed the patient's therapy and later sent a thank-you note that called the alert "lifesaving."

Learn more about RationalMed

Contact your account management team today to learn how RationalMed's innovative clinical approach can help you eliminate significant and avoidable safety risks for your entire population while reducing your pharmacy and medical costs.



¹ Commercial book of business data on file, 2020

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