# Bridge to Wellness

## LOBs Phase Available for Sale Now Health-plan/Payers across all Direct Commercial HealthPlan Clients Member Journey 1. Member receives product marketing, 2. Member visits Pharmacy or is made aware at the pharmacy and receives Pharmacist led treatment for chronic condition 4. Member visits 3. Member's Health Plan pays Pharmacy for for visit, reconciles record follow up visits as Appointments occur at pharmacy and are needed to manage billed to Health Plan Health Plans typically approve for monthly visit (up to 12 visits) ........ Improved Patient

Outcomes

#### Sales Ready Cert

Achieved: Feb 9, 2024

#### Client Implementation

Target Date: March 13, 2024

### Pharmacist Journey



CPESN and is trained

Pharmacy quality validated by CPESN

4. Pharmacy

submits eCare plan

ECare plan details clinical

interventions occurred

2. Pharmacist encounters member with need & checks member eligibility

Pharmacy has 11 services and provides member with flyers detailing services



The Pharmacy provides necessary Clinical Interventions for the member at their Pharmacy



#### 5. Payment

Optum remits payment to Pharmacy. The pharmacist is incentivized per encounter and for each intervention

#### Overview

Bridge to Wellness is a product designed to enhance data-driven patient-care opportunities for our clients' members at their pharmacy.

Bridge to Wellness delivers hightouch, provider - administered medication services that closes gaps in care, promotes medication adherence and improves health outcomes through more accessible clinical engagement by a licensed Doctor of Pharmacy. The program is a partnership between Optum Rx and CPESN USA, a clinically integrated network (CIN) of pharmacy providers organized as a network of ~ 3,500 local community pharmacy networks. Our product offering supports the goal of bolstering independent pharmacies by enhancing their scope of services and leveraging the expertise of Pharmacists who interact with members more frequently, improving health outcomes and decreasing health care costs through effective disease management solutions provided at a lower cost-of-care than traditional

clinical settings.



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