

Prima CARE Cardiology clinic simplifies industry rep scheduling using RxVantage.

Prima CARE Cardiology clinic, a busy community-based cardiology practice in Fall River, MA, relied on life science representatives to provide for the latest information about their products, as well as free drug samples for its large population of patients that have difficulty affording their medications. Despite the value reps deliver, scheduling their visits in a way that fits the office workflow had become time-consuming for office manager **Liz Gifford**, whose primary responsibilities include scheduling patients, managing 16 administrative staff members, and billing for all seven physicians.

“Reps would come to the window and I’d have stop everything I was doing,” says Gifford, who spent several hours each week scheduling the meetings. “It was usually at a very inopportune time.”

Despite the workflow disruption, Gifford knew it was important to make time for reps. In addition to sample medications, they also provided valuable education to physicians about drug regimens and protocols as well as new drug approvals and indications. Reps frequently came armed with educational pamphlets and brochures

200

Patients Per Day

16

Administrative Staff

7

Providers

2007

RxVantage Customer since

for patients, as well as co-pay cards and coupons that could help reduce patients’ costs.

CONNECTING WITH RXVANTAGE

When one of Prima CARE’s cardiologists mentioned the concept behind RxVantage, Gifford was intrigued. RxVantage is a free platform that intelligently connects physicians and medical staff members with reps who have the most relevant information, enabling practices to continue receiving in-person education with minimal time and effort. After a brief demo, she knew it would not only increase her productivity, but it would also

improve relations with reps, who would be glad to be able to deliver their education at convenient times for the practice, as opposed to feeling like they were imposing.

The go-live process was simple. Gifford spent only a few minutes designating when the clinic would be available for rep meetings. “It wasn’t hard at all. Now the schedule is set,” she says. The task that once took hours each week now only takes a few minutes as Gifford logs onto her RxVantage account to check the calendar and print the upcoming schedule to share with physicians and staff members.

SCHEDULING REPS WITH EASE

With RxVantage, practices save time by automating the rep scheduling process. More specifically, Prima CARE Cardiology Clinic can:

- Control the frequency with which individual reps can book appointments, including the ability to designate reps as ‘favorites’, or block them entirely
- Create and publish appointment slots so that reps can self-schedule online
- Easily add, edit, or delete appointments at any time
- Require that reps confirm upcoming appointments

5 BENEFITS OF USING RXVANTAGE

- ✓ **Easy, customized rollout with minimal training required (<15 min)**
- ✓ **Free web-based account—no contract, commitment, or catch**
- ✓ **Easily find reps by name, product/service or company and communicate with them within the application**
- ✓ **Removes the hassle of scheduling life sciences reps manually, and save the practice time that can be reinvested into patient care**
- ✓ **Supports practices in their efforts to keep up with rapid advancement in cardiology therapies**

in order to eliminate last-minute cancellations and no-shows

- Search for reps by name, product/drug/service, or company to access contact information, appointment histories, notes, and more
- Send private messages to reps without having to share email addresses
- Ensure that only the reps that add value and deliver true education to their providers, nurses, and staff are able to visit their practice

With the help of RxVantage, Gifford says reps don’t typically show up unannounced anymore. In the unlikely event that they do, she simply directs them to RxVantage

“

With RxVantage, I’m not behind anymore. It has freed me up so I can focus on my other duties in a timely fashion. Getting home an hour earlier a few days a week doesn’t sound like much, but it truly is.”

Liz Gifford

Office Manager
Prima CARE Cardiology

so they can create an account and self-schedule a meeting.

“It definitely saves time,” says Gifford. “We tell the drug reps that we only book lunches through RxVantage and that there are no exceptions. The reps are on board because it is a better way for them to schedule meetings, and they know it gives us a way to continue to see them.”

REDUCING LAST-MINUTE CANCELLATIONS AND NO-SHOWS

Before using RxVantage, Prima CARE didn't have a way to mitigate rep no-shows. “We have a very busy office, says Gifford. What would happen is that the rep would try to call the office to cancel, and we never got the message.”

Now, Gifford knows in advance when reps need to reschedule. “They have to confirm their lunch with us, and if they're canceling a lunch, we automatically get notified in the application alerts or through an email” she says.

EDUCATING PHYSICIANS, STAFF MEMBERS, AND PATIENTS

With the help of RxVantage, physicians, nurses, and other clinical staff members, have first-hand access to information about the latest drugs and technology available to improve patient care. Reps provide educational sessions for physicians and staff as well as easy-to-understand materials that the practice gives to patients.

CHALLENGES

- ✓ **Educate physicians about rapidly-evolving cardiology drug regimens and protocols**
- ✓ **Manage the operational burden of last-minute rep cancellations and no-shows**
- ✓ **Schedule countless reps daily without disrupting patient flow**
- ✓ **Stock sufficient samples of high-cost cardiology medications for a large population of medically indigent patients**

RESULTS

- ✓ **Eliminated rep no-shows and easily notified staff of cancellations**
- ✓ **Ensured easy access to sample cardiology medications**
- ✓ **Gained more than four hours monthly using automated scheduling**
- ✓ **Provided ongoing education and support for physicians prescribing life-saving cardiology drugs**

IMPROVING ACCESS TO SAMPLE MEDICATIONS

By offering a stress-free way to schedule meetings, Prima CARE Cardiology Clinic has improved its relationship with reps, as well as the speed and efficiency with which they can communicate with them. As a result, when a physician needs to speak to a rep or a patient needs samples, Gifford is often able to have the right rep onsite within hours, with only a few clicks, says Gifford. This ensures that samples are well-stocked, ready, and available when patients need them most.

Not only can Prima Care Cardiology Clinic request samples with a single click, but staff members can also learn about Patient Assistance Programs (PAP), grants, rebates, local pharmacy pricing, and more by simply typing in the name of a drug.

REGAINING PRODUCTIVE TIME

RxVantage has helps Gifford keep the practice running as smoothly as possible—all without requiring more of her time. “With RxVantage, I’m not behind anymore,” she says. “It has freed me up so I can focus on my other duties in a timely fashion. I don’t need to work late because I can get everything done.”



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RxVantage digitizes the physician-pharma relationship via a cloud-based platform that has saved offices and reps hundreds of thousands of hours that were previously wasted on scheduling in-person meetings manually. RxVantage was founded on the premise that the in-person exchange of knowledge between life-sciences companies and healthcare providers is key to improving patient care, but that it can be delivered more efficiently. Our mission is to apply technology to ensure that every interaction that physicians and their staff have with industry representatives is educational. The platform is free to use for all medical practices and reps, while reps have the option to upgrade to a paid account.

To learn more, visit www.rxvantage.com/tour