

# Highmark Operational Guide

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## 1. IDENTIFYING AND MARKING YOUR HIGHMARK PATIENTS

### a. PharmacyGrowth

- i. Identify non-adherent Patients as seen in the eLearning video, found at <https://prescribewellness1.wistia.com/medias/mtd6vcevi3>

### b. StarWellness

- i. Enroll all non-adherent patients into StarWellness to identify which patients need additional attention!

## 2. CONTACTING YOUR HIGHMARK PATIENTS

### a. PharmacyGrowth

- i. Record a Highmark message to send as a one-time campaign to your patients
- ii. Record an OnDemand Will Call Bin message to emphasize the importance and value of picking up medications!

-or-

### b. Personal Phone Calls

- i. Assess patient needs individually and create a tailored action plan for you and the patient

## 3. MONITORING PROGRESS DAILY

### a. Patient Medication Profiles

- i. Review medication history for non-adherent Highmark patients
- ii. Identify and resolve potential gaps of care
  1. Filter by the specific medication impacting adherence
  2. Examples of gaps of care:
    - a. Patient taking half tablets daily; call MD for new prescription
    - b. Patient is not coming in frequently; convert to 90-day supply
    - c. Patient has zero refills; fax MD directly from patient profile