

Yowler Talks ONETOUCH

“Billing is complex,” says PharMerica CFO Jennifer Yowler. Making it easier for clients is a passion of hers, and OneTouch is the solution that is raising the bar for how billing and claims should be managed.

“By having one person responsible for a client’s billing and being their advocate, a relationship is developed. That individual understands what the customer needs and can explain the processes and develop ways to have more accurate billing that also lowers costs. It gets them the results they want while taking a tremendous burden off their shoulders,” Yowler says.

Going for the Gold

In a world where we are increasingly finding success with a holistic view, this is how OneTouch approaches billing. As Yowler says, “We look at the entire picture, instead of just one small piece.” She adds, “We’re not just trying to resolve claims. We’re working to proactively address prior authorizations and minimize rejected claims. If we can understand ordering patterns, we can recommend changes before a claim that is likely to be rejected is submitted.”

OneTouch’s white glove approach enables the dedicated team to have the 360-degree view and 24/7 attention that is the hallmark of gold star customer service.

If this seems cutting-edge, it is. Yowler explains, “In the past, the client didn’t have one person to call; and they might have spoken to someone who didn’t know their account personally. At the same time, people at our end didn’t always know who to call at the nursing home. We did research. We made investments and changed our processes. And, significantly, we sought input and feedback from our long-term clients about issues such as how we can better address their needs, communicate with them, and more.”

Now, she says, “We have relationships, with warm handoffs of information, issues, questions, and updates.” Because these relationships exist before someone even picks up the phone, everyone spends less time on introductory and background information and can get straight to the matter at heart. “This is both efficient and

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Jennifer Yowler,
Chief Financial Officer

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time-effective. If a client has a question about a bill, we know them and can give them a complete answer." In these cases, familiarity breeds success.

A Protective Blanket and More

Part of taking long-term care pharmacy customer service to new levels involves the innovative covermymeds®. As Yowler explains, "We automate the prior authorization process to make completing, reviewing and tracking prior authorization requests quicker and easier. Our electronic prior authorization solution is available for all plans and all medications at no cost to providers and their staff." She adds, "This really allows us to do more work for our customers so they can be more efficient."

Every aspect of PharMerica's visionary approach to long-term care pharmacy billing focuses on getting the residents the medications they need when they need them, taking problems and paperwork off staff's already overfull plates and enabling fast, accurate billing. "We make sure we are billing appropriate payors and we work with clients to reduce non-covered medications, all while making it easy from them to ask questions and quickly get the answers they need," says Yowler.

To keep up with the high standards that have been set, customer service training for OneTouch team members is ongoing and extensive. "By the time they have their first interaction with a client, they understand billing inside and out. They also know the customer, who they are, how they work, and what they need. It's that perfect combination of knowledge and relationships that makes OneTouch so successful."

To learn more about how PharMerica is the long-term care pharmacy of choice offering innovative, comprehensive pharmacy services, visit pharmerica.com.

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Jennifer Yowler is the Chief Financial Officer for PharMerica, and has more than 20 years of experience in long-term care. She is accountable for the administrative and financial management of the organization, including the development of a financial and operational strategy. Jennifer holds a Bachelor of Science degree in business administration in accounting from Ohio University.