Persona: Phil the Pharmacist

"I need to provide accurate and timely care for my patients while ensuring that my team is compliant with all safety regulations."

Key Responsibilities

- Patient satisfaction and safety
- Ensure fulfillment accuracy
- Ensure safety protocols
- Oversight for technicians
- Consultation for patients
- Customer service
- Administering immunizations

Needs

Improved staff communication tools
- Comment standardization for common issues
- Increased comment visibility, capacity and semantic delineation for patients, prescriptions and orders

Improved resolution prevention and management
- Automated and guided third-party resolutions
- Audit trail of changes and last actions taken

Improved access to status information
- Correlation between 4-point information and patient details
- Medication recall visibility

Pain Points

Communication
- I need to talk directly to other pharmacists and technicians about patients to make sure important notes aren't overlooked
- Patients are sometimes unaware when something has gone wrong with their prescription that will delay fulfillment

Third-party resolutions
- Resolutions take a lot of experience and judgment calls
- Sometimes technicians just wait to solve resolutions that are complicated

Status reporting
- When I correct something during 4-point, I can't see what changes were sent back from the technician

Persona: Donna the Pharmacy Technician

"I need to make sure each order is entered correctly and that problems are resolved as quickly as possible."

Key Responsibilities
- Enter new scripts
- Verify patient information
- Resolve third-party issues
- Dispense and bag scripts
- Checkout orders

Needs

Communication
- Order comments are inconsistent and unreliable
- I'm constantly communicating with the pharmacist to ensure patient and order information is not overlooked

Benefit checks
- There is no integrated way to see patient responsibility or plan coverage up-front

Resolutions
- Solving resolutions takes a lot of experience
- Some resolutions are just one touch busy work
- I can't easily see what was previously done when someone touches a resolution
- I may end up calling a provider or patient multiple times for different reasons

Pain Points

Data integrity and real-time benefit checks
- Optimized top-level patient information
- OCR technology for license and insurance input
- Formulary for pre-adjudication and integrated benefit checks

Improved communication tools and procedures
- Reduced reliance on order comments
- Comment standardization and required communication procedures before "wait to solve" is provided as an option
- Visibility on the last actions taken for each resolution

Guided resolutions and like-type batching
- Training mode, step-by-step procedures or instructional tips
- Resubmission automation
- Resolutions grouped by problem type, patient or doctor

Persona: Rahul the Patient

"I just need to get my blood pressure checked and pickup a couple of prescriptions. Let me know when my prescriptions are ready and please don't make me wait."

Needs

- Order comments are inconsistent and unreliable
- Tracking and patient communication for prescription fulfillment status process
- Nearest store in-stock medication locater
- 24-hour pharmacy locator
- Pickup and home delivery scheduling
- Improved counseling and patient preference reminders
- Preventative medicine coverage checker
- Integrated patient tools for coupon application
- Patient verification with voice biometrics
- Prescribing doctor and generic alternatives displayed in patient prescriptions
- Coordinated omni-channel patient communications
- Enhanced visibility of 90-day supply filling process
- Price change notification
- Improve order grouping in patient refill tools
- GoodRx coupon finder

Pain Points

- My order wasn't ready at my scheduled pickup time
- I get counseling for medication I've been on for years
- Tell me which pharmacy has my out of stock script
- I need to pickup my prescriptions outside of store hours
- My insurance covers other vaccines but no one told me while I was in the store
- I have to reapply coupons every month
- Pickup does not seem private with my personal info
- I need more information on my prescriptions
- I received multiple communications about the same prescriptions and now I'm confused
- Medications increase in price without any notice
- The bar code scan refill process created two orders
- I don't want to stand in line
- They just answered the phone. No greeting or anything.