



2018 North American Electronic Prescribing
New Product Innovation Award

F R O S T & S U L L I V A N

2018

BEST
PRACTICES
AWARD

NORTH AMERICAN ELECTRONIC PRESCRIBING
NEW PRODUCT INNOVATION AWARD

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BEST PRACTICES
AWARDS

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Background and Company Performance

Industry Challenges

In the United States (US), unanticipated high out-of-pocket costs spur prescription abandonment which negatively impacts patient safety and costs an estimated \$290 billion annually.¹ Furthermore, inefficient manual prior authorization processes can lead to both significant treatment delays as well as prescription abandonment as stakeholders work through a frustrating labyrinth of fax- and phone-based interactions to obtain approvals. Streamlined authorization processes alongside prescription price transparency are critical to lowering patients' out-of-pocket costs and medication non-adherence as well as improving providers' workflows. Particularly for members of a high-deductible healthcare plan, clarity surrounding prescription drug costs is vital.

Electronic prescribing (e-prescribing) platforms hold tremendous potential to mitigate prescription abandonment. However, a plethora of digital solutions with varying functionality, capabilities, and costs lead to market fragmentation and difficulty selecting the right solution. Interoperability issues further challenge providers already using clinical automation solutions. Successful market participants must build a comprehensive product that automates a physician's entire clinical and management workflow, with the integration of timely, patient-specific information at the point of care (POC) being key. Specifically, e-prescription systems that offer streamlined prescription creation, decision support, and data reference capabilities, e.g., a patient's medical history, eligibility checks, formulary information, and insurance payer details, will capture market share.² Finally, the ability to verify patients' eligibility for medications on their insurance plans as well as suggest affordable alternatives, when necessary, will provide a powerful value proposition to industry stakeholders.

New Product Attributes and Customer Impact of Surescripts

Founded in 2001 and headquartered in Arlington, Virginia, Surescripts' cutting-edge health information networking, e-prescribing, and clinical interoperability technology connects stakeholders in an unprecedented manner, increasing patient safety and lowering costs. With its origins as a pharmacy-led collaborative measure to govern e-prescription transactions, Surescripts subsequently formed the Surescripts Network Alliance that includes leading pharmacy benefit managers (PBMs) such as Anthem, Caremark, and Express Scripts, leading electronic health records (EHRs) providers including Allscripts, Cerner, and Epic; pharmacies such as Walgreens and Wal-Mart; clinicians, and health plans. Surescripts leverages this powerful network to offer comprehensive patient data at the POC. Unlike competitors, the company develops its solutions in collaboration with the

¹ Viswanathan M, Golin CE, Jones CD, et al. *Interventions to improve adherence to self-administered medications for chronic diseases in the United States: a systematic review*. Ann Intern Med 2012;157:785-95

² *U.S. e-Prescribing Markets among Ambulatory Care* (Frost & Sullivan, March 2008)

National Council for Prescription Drug Programs by creating a standards-based platform. Frost & Sullivan independent analysis confirms that Surescripts' end-to-end workflow management capabilities lead to higher medication adherence, reduced time delays, and greater satisfaction for patients and pharmacists.

The industry has quickly adopted Surescripts; in 2014, 70% of US-based physicians were e-prescribing using an EHR on the Surescripts network; currently, over 95% of US pharmacies connect over the network.³ Frost & Sullivan appreciates the fact that Surescripts continuously builds upon its pioneering platform to advance healthcare further. In 2017, the company introduced its Real-Time Prescription Benefit and expanded Electronic Prior Authorization solutions to offer both price transparency and prior authorization at the POC. Specifically, Surescripts leverages a cross-market network alliance built to deploy actionable intelligence that optimizes prescription benefits and prior authorization capabilities. Partners such as, Allscripts, Aprima Medical Software, Cerner, CVS Health, Epic, Express Scripts, and GE Healthcare have allowed Surescripts to create a personalized prescription benefit that lists pricing information in the EHR. Frost & Sullivan notes that, due to the company's extensive network, over half of US physicians will be able to view real-time information about benefits and drug costs enabling the suggestion of clinically appropriate and affordable therapeutic alternatives as necessary. Furthermore, the company's automated authorization workflow improves efficiencies. The powerful result is a combined workflow that allows for appropriate drug selection, price checks, and the ability to fill out forms within the EHR; thereby, providing an unparalleled value proposition for both patients and providers.

Due to the company's strong relationships with PBMs, EHR vendors, and others across the Surescripts Network Alliance, both the Real-Time Prescription Benefit and Electronic Prior Authorization solutions experience significant expansion and adoption. In 2017 Surescripts processed 3.1 million Real-Time Prescription Benefit transactions. At the same time, the company continues to build out its network to provide prior authorization capabilities to EHRs, health plans and PBMs more quickly. Frost & Sullivan firmly believes that Surescripts' best-in-class offering is poised to continue driving the flow of electronic health information between doctors, payers, and pharmacies.

³ <https://www.healthit.gov/sites/default/files/oncdatabriefe-prescribingincreases2014.pdf>

Conclusion

In North America, medication non-adherence due to prescription abandonment leads to suboptimal health outcomes. Surescripts' pioneering health information network leverages powerful industry alliances to streamline the electronic prescribing process; ensuring patient safety and workflow efficiencies. Alongside its Real-Time Prescription Benefit and Prior Authorization offerings, Surescripts is revolutionizing the industry by allowing providers and patients alike to select medication that is both effective and affordable at the point of care. With its outstanding commitment to innovation, high-value solutions, and thought leadership, Surescripts earns Frost & Sullivan's 2018 New Product Innovation Award in the North America electronic prescribing market.

Significance of New Product Innovation

Ultimately, growth in any organization depends upon continually introducing new products to the market and successfully commercializing those products. For these dual goals to occur, a company must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.



Understanding New Product Innovation

Innovation is about finding a productive outlet for creativity—for consistently translating ideas into high-quality products that have a profound impact on the customer.

Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 Monitor, target, and screen	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> • Conduct in-depth industry research • Identify emerging sectors • Scan multiple geographies 	Pipeline of candidates who potentially meet all best-practice criteria
2 Perform 360-degree research	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> • Interview thought leaders and industry practitioners • Assess candidates' fit with best-practice criteria • Rank all candidates 	Matrix positioning of all candidates' performance relative to one another
3 Invite thought leadership in best practices	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> • Confirm best-practice criteria • Examine eligibility of all candidates • Identify any information gaps 	Detailed profiles of all ranked candidates
4 Initiate research director review	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> • Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles 	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 Assemble panel of industry experts	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> • Share findings • Strengthen cases for candidate eligibility • Prioritize candidates 	Refined list of prioritized Award candidates
6 Conduct global industry review	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> • Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates 	Final list of eligible Award candidates, representing success stories worldwide
7 Perform quality check	Develop official Award consideration materials	<ul style="list-style-type: none"> • Perform final performance benchmarking activities • Write nominations • Perform quality review 	High-quality, accurate, and creative presentation of nominees' successes
8 Reconnect with panel of industry experts	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> • Review analysis with panel • Build consensus • Select recipient 	Decision on which company performs best against all best-practice criteria
9 Communicate recognition	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> • Present Award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance 	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 Take strategic action	Upon licensing, company is able to share Award news with stakeholders and customers	<ul style="list-style-type: none"> • Coordinate media outreach • Design a marketing plan • Assess Award's role in future strategic planning 	Widespread awareness of recipient's Award status among investors, media personnel, and employees

