Clearway Health



CASE STUDY

MEMORIAL HEALTH SYSTEM
OF SOUTHWEST OKLAHOMA

Rural Health System Transforms Specialty Pharmacy to Reduce Costs and Improve Patient Care and Access to Life-Saving Medications

Memorial Health System of Southwest Oklahoma (formerly Comanche County Memorial Hospital) is the perfect example of the remarkable outcomes experienced when a health system-owned specialty pharmacy is utilized to its full potential. Through their partnership with Clearway Health, over the course of four years, the specialty pharmacy has improved clinically, operationally and financially due to strategic planning, collaboration, seamless implementation and a focus on putting patient care first.

- The specialty pharmacy's average total monthly revenue before the partnership began was $542,782. By March 2025, the topline revenue doubled, and today Memorial Health System of Southwest Oklahoma's Great Plains Pharmacy has increased their revenue growth by 775%.
- Unlocking access to limited distribution drugs (LDDs) allowed Memorial Health System of Southwest Oklahoma patients to access new vital medications and added $2.68 million dollars in topline revenue to the specialty pharmacy program in just 18 months.
- Clearway Health's pharmacy patient liaisons have improved prior authorization (PA) approval rate by 86.7% for patients at Memorial Health System of Southwest Oklahoma.
- To date, Memorial Health System of Southwest Oklahoma's infectious disease screening program has screened 7,293 hepatitis C virus (HCV) patients, identified more than 500 cases, linked 107 patients to care at Memorial Health System of Southwest Oklahoma and cured more than 85 patients.

OVERVIEW

Memorial Health System of Southwest Oklahoma is an independent, nonprofit, acute care facility located in Lawton, the heart of Southwest Oklahoma and one of the largest cities in the state. Many patients in the surrounding rural and agricultural community are served by Memorial Health System of Southwest Oklahoma including a military base which makes up about half of the city. The health system has 265 licensed beds and employs close to 2,200 people with 450 credentialed providers and approximately 130 volunteers.

Comanche County Memorial Hospital acquired Southwestern Medical Center, also located in Lawton, in December 2025 to form Memorial Health System of Southwest Oklahoma. The merger allowed for increased access to care, enhanced resources and a wider range of specialties.

Memorial Health System of Southwest Oklahoma was interested in offering more specialty medications to their patients with complex medical conditions. They originally began this process with an oncology specialty medications program, managed with outside consultants. However, they soon realized they did not have staffing or expertise in place to support and grow a program.

During this time, specialty pharmacy prescriptions were being filled at contract pharmacies where the health system was incurring fees that would be avoided if the specialty medications were filled in-house. Building a specialty pharmacy would allow the health system to maximize savings through the 340B Drug Pricing Program. The 340B Program allows covered entities and health systems to stretch scarce federal resources as far as possible to provide comprehensive care to patients, families and communities disproportionately affected by social, economic and environmental disparities.

The health system was looking for a partner who could help them manage all aspects of running a specialty pharmacy, including maximizing the 340B Program, extending their specialty pharmacy offerings into new practice areas and substantially growing their program. They were also looking for a partner to build an integrated specialty pharmacy model for patients, where care fragmentation was reduced and the clinical team could manage patient care across the continuum to improve the treatment experience.

Impressed with Clearway Health's origins at Boston Medical Center Health System, their history of success in improving access to medications, building specialty pharmacy programs and focus on serving economically marginalized populations, Memorial Health System of Southwest Oklahoma chose Clearway Health to be their partner in September 2022 to grow their specialty pharmacy program.

"One of Memorial Health's goals was to be the number one specialty pharmacy in Southwest Oklahoma. We hired and entrusted Clearway Health to help us achieve this goal. They understood our patient population and how we could use specialty pharmacy to improve access to medications and care for our patients while allowing us to mature into a premiere service offering in our state."

George Kruger, MBA, CPA
Former Memorial Health
Chief Financial Officer

APPROACH

Memorial Health System of Southwest Oklahoma had a pre-existing retail pharmacy, Great Plains Pharmacy. The partners worked to strategically expand the retail pharmacy into a sustainable specialty pharmacy that would continue to give back to the patients and community it served for years to come. They positioned the specialty pharmacy for long-term patient care and embarked on additional clinical, operational and technology improvements to significantly expand the program.

Clinical Improvements

- **Clearway Health hired and trained a team** comprised of a specialty pharmacy site leader, specialty pharmacy patient liaisons and pharmacists to expand Great Plains Pharmacy into a specialty pharmacy. This team joined an already existing Memorial Health System of Southwest Oklahoma pharmacy team to bring prior authorization (PA) support, management of a patient assistance program and specialty pharmacy clinical support.
- **Today, the Clearway Health team collaborates with the Memorial Health System of Southwest Oklahoma pharmacy staff as dedicated on-site partners** who improve patient care through fulfilling specialty prescriptions, supporting program operations and ensuring Memorial Health System of Southwest Oklahoma patients receive coordinated, personalized care. This team has built relationships across clinics within Memorial Health System of Southwest Oklahoma to educate them about the services Great Plains Pharmacy offers. Providers within Memorial Health System of Southwest Oklahoma educate patients about the Great Plains Pharmacy as a convenient option to get their medications filled on-site. Having an on-site pharmacy allows patients to receive personalized care, get their medications filled more quickly and keep their entire care continuum within the health system.

Due to the growth of the program, the Clearway Health specialty pharmacy team has grown to a team of nine. This team has expanded services to the Duncan, Altus and Chickasha oncology clinics as well as the neurology, gastroenterology and rheumatology clinics. The pharmacy team has helped to relieve the health system's staffing challenges and reduced burden on physicians and clinical teams.

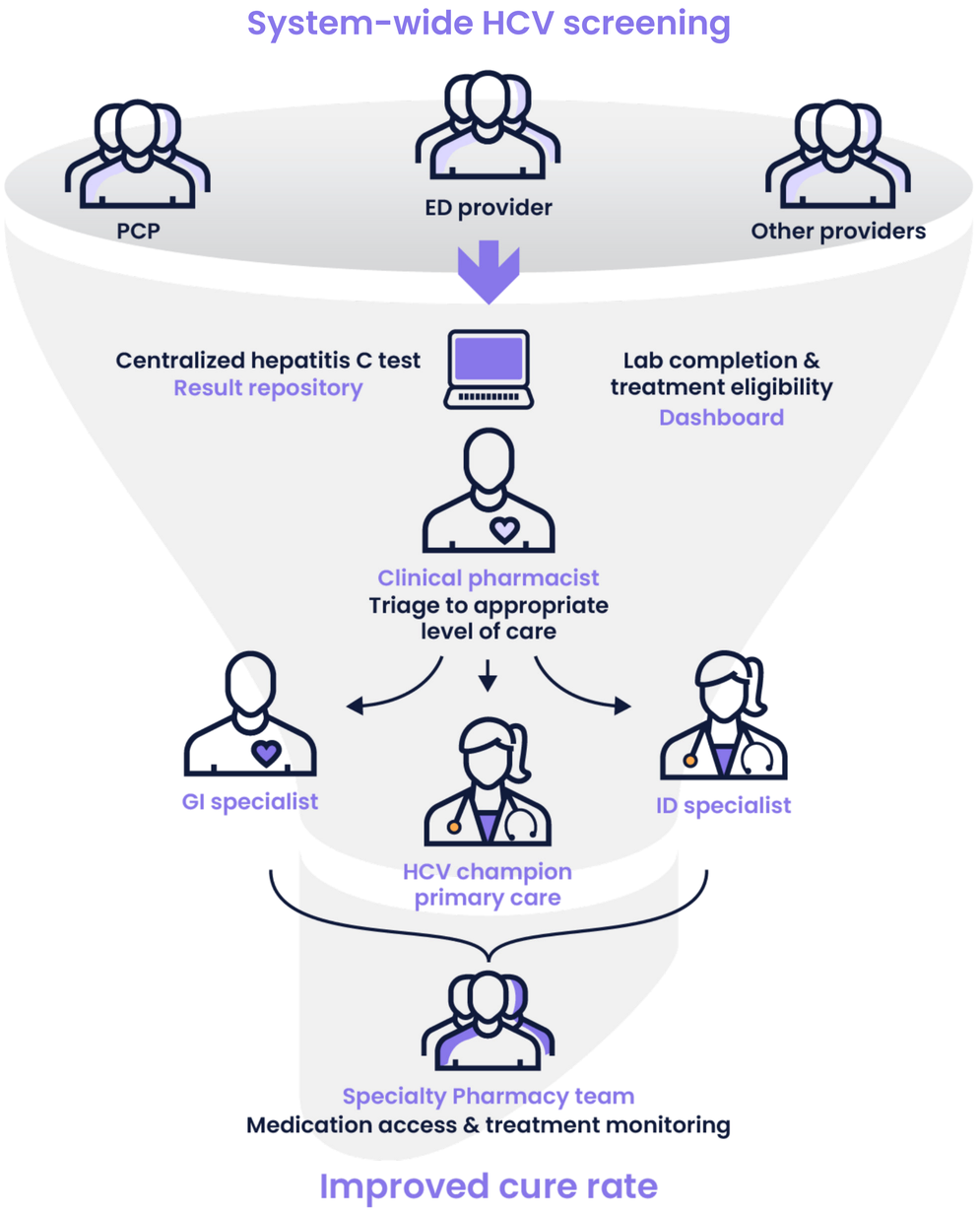
"Our pharmacists take an open, communicative approach to achieving results. Identifying patients in a timely manner and following up with them on the status of their medication delivery is crucial. The pharmacy team navigates insurance hurdles, determines co-pays, researches financial assistance options and arranges for the medication to be there on time. We keep the patient in the loop the whole time."

Richard McComack, DPh
Clinical Pharmacist, Clearway Health

- **HCV screening program -** According to the Centers for Disease Control and Prevention (CDC), only one in three people with insurance receive timely treatment for HCV and 14,000+ people die of the disease each year. Yet, the disease is curable in most cases with proper medication therapy and has a 95% cure rate. Oklahoma is estimated to rank second in the nation for prevalence in HCV. After conducting an initial assessment of Memorial Health System of Southwest Oklahoma's patient population, Clearway Health estimated that 70% of the health systems' patients living with HCV were age 50-74. The assessment also identified departments and clinics that could benefit from consistent screening guidelines and additional support for patients recently diagnosed.

  In 2023, Clearway Health and Memorial Health System of Southwest Oklahoma embarked on their first HCV screening program. They developed and implemented a multi-department program, led by the specialty pharmacy team, to combat barriers and help more patients be cured of their disease.

  In this model, clinical pharmacists identify patients in need of treatment for HCV and initiate medication therapies. They bridge the gap between screening the patient, identifying them as needing treatment and then attending to the patient until they get the desired clinical response. They support the treatment process while also supporting both the patient and the provider.



Through implementing a pharmacist-led, test to treat protocol, supported by a clinical dashboard that helps to identify patients, the team minimizes the attrition rate in the HCV treatment cascade and improves linkage to care, medication access and adherence.

In less than three years, 7,293 patients were screened for HCV. More than 500 of the screened patients were diagnosed with HCV. Out of these patients, 170 have been linked to care and are eligible to enter the program and 146 patients have started therapy through the pharmacy at Memorial Health System of Southwest Oklahoma. More than 85 patients have been cured of HCV, and those not cured are either still in treatment or are waiting for the 12-week lab results to confirm they are cured.

"The specialty pharmacy team helps me with the prior authorization process, which is more than I could imagine doing on my own. They counsel patients on medications, monitor adherence and offer education. They are my lifeline to ensuring we are getting our patients treated to completion and I could not do this without them."

Mercedez Bernard, DO
Family Medicine, Memorial Health System of Southwest Oklahoma

The clinical program was so successful that the pharmacy team implemented similar programs for the human immunodeficiency virus (HIV) and weight management clinics.

- **Weight loss clinical program -** Clearway Health's pharmacy team began the weight loss clinical program in November of 2024. The program ensures patients in the program can access their medications and helps them navigate the formularies with their health plans. Pharmacy patient liaisons help get PAs approved so that these patients can access their medications as quickly as possible. This support helps to alleviate this burden on the clinical staff so they can focus more time on treating patients. In 2025, the weight loss program serviced 1,432 patients and the pharmacy team processed over 475 PAs to help patients receive weight loss medications. The program generated $9,409,371 in topline revenue in just one year.
- **HIV screening clinical program -** The HIV clinical program began in March 2025 in the residency clinic and expanded HIV testing and rapid linkage to care for Memorial Health System of Southwest Oklahoma patients diagnosed with the virus. Clearway Health's clinical pharmacists help diagnose and treat HIV patients. Increased access to anti-retroviral therapy helps patients achieve viral suppression, thereby reducing illness and transmission. The clinical pharmacists also work with patients to educate them on their diagnosis and treatment regimen and help them understand they can choose to receive services closer to home within Memorial Health System of Southwest Oklahoma instead of driving long distances to a Ryan White or HIV clinic.

"Some of the challenges we are facing related to our HIV patients are persistent stigma, discrimination and funding gaps, which create barriers to care and prevention, especially for marginalized groups. Socioeconomic challenges are our greatest hurdle. Having a clinical pharmacy team in place helps primary care physicians feel empowered to care for patients with HIV because they have a team of support behind them."

Mercedez Bernard, DO
Family Medicine, Memorial Health System of Southwest Oklahoma



FEATURE

Memorial Health System of Southwest Oklahoma's Patient Assistance Program

Originally, obtaining financial help was cumbersome for both the provider and the patient at Memorial Health System of Southwest Oklahoma because the provider had to sign off that the patient could not afford the medication, which often resulted in delayed care.

Clearway Health helped Memorial Health System of Southwest Oklahoma create their first patient assistance program, named the Cares Program. This program provides internal funding for patients who cannot afford their medications and improves care efficiency. Even after a medication is approved by a patient's insurance, they can still have a significant amount to pay out-of-pocket for the co-pay.

Clearway Health guided Memorial Health System of Southwest Oklahoma on how they could set up their own patient assistance program through reinvesting savings from the 340B Program. Clearway Health's liaisons also specialize in finding grants or foundations that can help with the funding for the high co-pay. Today, the Cares Program serves as an internal funding mechanism that provides additional services to help their patients most in need.

> *"Memorial Health prides itself on putting the patient first and providing outstanding care. Clearway Health shares this same purpose of putting people first and providing a patient-centered service to increase access to care by making medications more affordable and elevating health outcomes for the patients and communities that Memorial Health System of Southwest Oklahoma serves."*



Cheryl Hale, DPh
Director of Pharmacy Services,
Memorial Health System of
Southwest Oklahoma

Operational Improvements

- **Prior authorization turnaround time (PA TAT) -** PA, a requirement by health plans where providers must prove a medication medically necessary for a patient, can often delay care and treatment for patients. Improving PA TAT for specialty prescriptions and therapies helps patients access their medications more quickly and prevent frustration and abandonment of therapy.

  Clearway Health's pharmacy patient liaisons pull in needed insurance information to simplify the process for the clinic, ensuring a much shorter TAT. They investigate benefits available to patients who are newly prescribed or need a refill to continue their specialty treatment, submit PA approval requests to health plans and manage initial and renewal authorizations. This helps save time and reduces burden on the clinical staff so that they can practice at the top of their license and focus more time on patients. Since the beginning of the partnership, Clearway Health's pharmacy patient liaisons have improved PA approval rate by 86.7% for patients at Memorial Health System of Southwest Oklahoma.

- **URAC and ACHC accreditations –** These accreditations are the two most recognized accreditations demonstrating a seal of quality for pharmacy operations and patient management services. Accreditation signals to payors and manufacturers that the pharmacy meets rigorous performance expectations related to patient management, safety, quality improvements and regulatory compliance. Since the accreditation process is detailed and resource heavy, Memorial Health System of Southwest Oklahoma turned to Clearway Health to help them through the process and ensure readiness and sustainability.

  Clearway Health's accreditation experts worked alongside the pharmacy team to prepare their program for initial accreditation and provided an ongoing compliance and audit roadmap for reaccreditation readiness. Memorial Health System of Southwest Oklahoma's Great Plains Pharmacy became URAC accredited in July 2024 with a 5.0 standard, with only two other pharmacies in the state receiving this designation. The pharmacy became ACHC accredited in January 2025, becoming one of only a few pharmacies in Oklahoma to be dual accredited.

"This signals to the pharmaceutical manufacturers, the insurance companies and to the providers that we are doing things right. We're making sure medications are dispensed and stored properly and that our patients are followed for refills, side effects and adherence monitoring."

Michelle Coady, PharmD
Director of Specialty Pharmacy Operations at Clearway Health

- **Unlocking access to limited distribution drugs (LDDs) –** Once dual accreditation was achieved; the Clearway Health team unlocked opportunities to LDDs or specialty medications with restricted access and dispensed only through a small network of pharmacies selected by manufacturers. LDDs often require specific expertise for monitoring patient safety, and attaining dual accreditation allowed Great Plains Pharmacy to demonstrate their ability to care for these patients.

  To help further Memorial Health System of Southwest Oklahoma's relationship with manufacturers, payors and pharmacy benefit managers (PBMs) Clearway Health gathered comprehensive clinical data on new medications, ensured alignment with clinical performance standards, implemented contract negotiation strategies and evaluated and set up agreements with wholesalers.

  The result of this work allowed Memorial Health System of Southwest Oklahoma patients to access new vital and cutting-edge medications and added $2.68 million dollars in topline revenue to the specialty pharmacy program in just 18 months.

- **Improving payor access –** Achieving accreditation also permitted Clearway Health to unlock access to new payors. This allowed more patients at Memorial Health System of Southwest Oklahoma to receive coverage for their specialty medications.

- **Mail-order specialty pharmacy –** The Clearway Health team created a mail-order specialty program to ship medications conveniently to patients. Clearway Health set up the entire process, established shipping space, cold-chain shipping procedures and protocols and documentation for every shipment to ensure medications reached destination. This service currently serves patients in 40 different cities and towns across 20 counties in Oklahoma.
- **Technology Improvements –** Charter is a proprietary pharmacy patient management platform developed by Clearway Health to support the specific needs of specialty pharmacy programs like the one at Memorial Health System of Southwest Oklahoma. Charter is being used by Clearway Health pharmacy patient liaisons, clinical pharmacists and team members who are collaborating with providers and clinicians to care for patients enrolled in the program. Charter identifies patients with a new diagnosis or newly receiving treatment that requires specialty pharmacy. Once identified, patients are continually supported while prescribed their specialty medication. This includes facilitating the monitoring of medication adherence and clinical outcomes and offering a more integrated approach to patient care management.

The Client Dashboards in Charter allow Memorial Health System of Southwest Oklahoma to access their specialty pharmacy programs' performance data such as Key Performance Indicators (KPI) insights and month-over-month trends to help them make data-driven decisions and identify growth opportunities.

- **Short Message Service (SMS) messaging –** To improve patient experience, convenience and responsiveness, Clearway Health implemented SMS messaging in March 2026 for patients taking less complex medications such as GLP-1s that may not require the high-touch personal care that some specialty medications require. The automated texting system streamlines routine interactions such as refill confirmations while preserving the high-touch care model specialty pharmacy depends on. Automation handles predictable workflows and helps pharmacy teams quickly identify and prioritize patients needing additional support. This system allows patients to avoid unnecessary phone calls or cumbersome patient portals.

FEATURE

Establishing an Employee Health Plan with In-House Specialty Prescription Coverage

In January 2024, Clearway Health helped Memorial Health System of Southwest Oklahoma establish an employee health plan with prescription coverage. This type of coverage allows health systems and employer groups to design an employee health plan that offers favorable healthcare at affordable costs. This type of medication coverage also helps prevent care fragmentation, where health insurance coverage forces employees to get specialty prescriptions filled elsewhere.

Clearway Health created a plan for Memorial Health System of Southwest Oklahoma to re-design their employees' pharmacy benefit, insourcing the specialty pharmacy for employees and covered dependents. This model allowed the health system to realize significant savings through the 340B Program, while optimizing specialty pharmacy care for employees and keeping their care integrated and streamlined.

Clearway Health supported the transition by acting as a trusted resource for the PBM initiative in walking them through the necessary steps. The team created structures and processes including organizing a PBM steering committee that oversaw and managed the formulary review process, prior-authorization policy and provided customer support to patients who had questions about the new benefit. This support allowed Memorial Health System of Southwest Oklahoma to have greater control over formulary selections, utilization management strategies, cost-sharing formulas and more.

RESULTS

Changes in the utilization of the 340B Program, access to LDDs, implementation of clinical programs and establishing an employee health plan with in-house prescription coverage doubled the baseline revenue and created a gross margin the hospital had not experienced prior to the partnership. The specialty pharmacy's average total monthly revenue before the partnership began was $542,782. By March 2025, the topline revenue doubled, and today Memorial Health System of Southwest Oklahoma's Great Plains Pharmacy has increased their revenue growth by 775%.

The partnership between Clearway Health and Memorial Health System of Southwest Oklahoma has transformed the specialty pharmacy program into a vehicle that gives back to the patients, clinical staff and community. Serving 1,151 patients since its inception, the specialty pharmacy program has improved patient care with:

- **Expanded screening services, maximized treatment completion and cure rates** for high-risk communities. To date, Memorial Health System of Southwest Oklahoma's infectious disease screening program has screened **7,265 patients**, identified 325 cases, linked 184 patients to care at Memorial Health System of Southwest Oklahoma and cured 50 patients. The financial impact from July 2023 to March 2025 was **$1.2 million in margin**.
- **Expanded access to life-saving medications** has allowed more patients to be treated with innovative medications that are more effective and have fewer side effects. The success of unlocking LDDs has resulted in new medications being available to patients and added **$10.3 million dollars** in topline revenue to the specialty pharmacy program.
- **Eliminated barriers for patients** through improved medication access, more efficient PAs, timely medication delivery as well as specialty pharmacy patient liaison and clinical support.
- **Partnering with provider offices** to make sure patients follow through on their treatment. Medication management services help to ensure patients stay on track and receive the most benefit from their medications.
- **Added knowledgeable clinical staff** who are integrated into the health system's clinical teams to enhance care and medication coordination. This addition allows clinical teams to practice at the top of their license.

RESULTS

The pharmacy program at Memorial Health System of Southwest Oklahoma has contributed to provider satisfaction – **achieving a Net Promotor Score (NPS) of 89**, along with excellent feedback from providers and clinical staff.

Clinical Care Team Feedback

Communicative, knowledgeable team, very patient oriented, helpful to all of my pharmacy staff.



Memorial Health System of Southwest Oklahoma Administrator

The collaboration between physicians and clinical pharmacists is an invaluable resource for patient care. Through the assistance of our pharmacy, we have been successful at initiating patients on medication that were once thought out of reach for family medicine or too tedious due to prior authorization hurdles. Thank you immensely for the work you do to assist us in the care of patients, and for educating resident physicians on the opportunities a collaborative relationship with pharmacy can build for their practice and future patient care.



Provider at Memorial Health System of Southwest Oklahoma

Our Clearway Health pharmacy liaison has been extremely helpful in helping with GLP-1 PAs and coverage, which saves me an invaluable amount of time to help get my patients the medications they need. She is very kind, communicative and prompt. My patients have all reported good experiences. She deserves all the flowers!



Provider at Memorial Health System of Southwest Oklahoma

The clinical pharmacy team has streamlined my ability to treat and care for patients that were once too difficult to manage. I am thankful for their help and expertise.



Provider at Memorial Health System of Southwest Oklahoma

Our Clearway Health pharmacy liaison has been so helpful and knowledgeable in assisting our patients to get what they need as quickly as possible.



Nurse at Memorial Health System of Southwest Oklahoma

RESULTS

Patients using the speciaty pharmacy also expressed great satisfaction with the program with **a Net Promotor Score of 100%**. Patients expressed how helpful the program has been to them in helping them recieve their medications.

Patient Feedback



I couldn’t see how they could improve on anything. They are very professional and work as a team! I was very impressed.



I wouldn’t change a thing. I am very satisfied. Thank you for all your help.



Love everything about Great Plains Pharmacy.



Very friendly staff and very helpful with everything! I would recommend this pharmacy to everyone.

GIVING BACK

Each year, Clearway Health is a sponsor for the Spirit of Survival race to support Memorial Health System of Southwest Oklahoma and four locations of the Cancer Centers of Southwest Oklahoma. The Clearway Health team participated in the 5k run and bike tour to support a great cause, representing the company’s commitment to improving the health of communities through strong partnerships.

Clearway Health also participates in Memorial Health System of Southwest Oklahoma’s Starlight Gala, celebrating over 20 years of supporting women's and children's services. Funds raised from this event support critical health projects, including NICU, labor and delivery services and community safety projects.



WHAT'S NEXT

Today, Memorial Health System of Southwest Oklahoma is one of Clearway Health's most established specialty pharmacy partners, and the results speak to the planning, collaboration and hard work that has gone into growing this partnership and program over the past four years. Memorial Health System of Southwest Oklahoma recently signed a renewed partnership agreement with Clearway Health to continue the partnership and work to transform specialty pharmacy in Southwest Oklahoma.

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