



## Amber Specialty Pharmacy Omaha, NE

Since 1998, Amber Specialty Pharmacy has been dedicated to serving the unique needs of specialty pharmacy patients and their providers. After recognizing that maintaining high-quality patient contact was requiring significantly more personnel hours, Amber searched for a scalable software solution that would help them enhance their patient experience while also improving adherence and driving better clinical outcomes.

Recently, Amber partnered with EnlivenHealth to implement EnlivenHealth Reach, a comprehensive automated patient communication solution utilizing voice calls and SMS text messaging. Amber was able to reach patients through their preferred channels while freeing up pharmacy staff to focus on high-value clinical interactions. The results were immediate and substantial, with notable improvements including a 5.88% increase in adherence scores and an 18.2% increase in their Net Promoter Score.

## Challenge

- **Growing Operational Demands:** Increasing specialty medication needs and growing administrative burden was limiting staff availability for therapy-focused patient care and clinical consultations.
- **Patient Adherence Concerns:** Amber's PDC score stood at 85% before automating communications. While respectable, there were still a number of patients who missed refill windows or were just difficult to reach.
- **Communication Barriers:** Amber lacked insight into patient communication preferences and had no systematic way to engage patients through their preferred channels, particularly SMS text messaging.

## Use Case

- **EnlivenHealth Reach:** With its comprehensive patient engagement platform, EnlivenHealth Reach helped Amber Specialty Pharmacy by setting up patients with automated refill reminders, prescription shipment notifications, adherence surveys, and consent capture messages.

## Outcomes

- **5.88% increase in PDC scores:** Overall adherence improved from 0.85 to 0.90, meaning patients now had their medication on hand an average of 90 out of every 100 days.
- **53.3% increase in self-service refills:** More patients proactively managed their refills through the convenient SMS text link.
- **18.2% increase in Net Promoter Score:** After the communication upgrade, Amber's patients were more willing to recommend their services.
- **60% reduction in non-therapy related inbound calls:** Proactive notifications answered common questions before patients needed to call the pharmacy.