

# Optimizing Financial Assistance to Drive Efficiency, Reach More Patients, and Decrease A/R

## BACKGROUND

PURE Infusion Suites operates 43 locations across 15 states, caring for patients with multiple sclerosis, Crohn's disease, rheumatoid arthritis, and other chronic conditions. Its mission is a superior patient experience at a lower cost of care.

## CHALLENGE

PURE was strong at enrolling commercially insured patients in copay cards, but those cards do not cover Medicare and other government-insured patients. Without a path to foundation funding, those patients were at risk of leaving therapy, and the organization faced mounting A/R and processes that varied by location.

Meanwhile the MAP program had grown in complexity, monitoring hundreds of assistance programs, with staff manually filling in duplicated application details, managing the separate charity pharmacy, and tracking approved patients to avoid fund-expiry cancellations. With close to 200,000 patients in active treatment per year, these manual processes could not scale. The team also tracked costs in spreadsheets and lacked reporting, leaving leadership without visibility into productivity or a case to justify growing the team.

## SOLUTION

PURE deployed TailorMed Core across all locations and added TailorMed Complete, pairing the platform with an in-house team of expert navigators to take on foundation funding and claims.

## RESULTS



Medicare patients now reached



A/R reduced through foundation funding



Standardized workflows across 43 locations



Lower burnout for staff at full capacity

**Proactive patient discovery** matched to 6,000+ programs

**Real-time fund tracking** to enroll before funds close

**In-house expert navigators**, 75 combined years of experience

Pharmacy management plus Insights **reporting**

Through our partnership with TailorMed, the strides we've made in efficiently addressing the financial support needs of our federally insured patients have been nothing short of remarkable."

Holly Brewer,  
VP of Revenue Operations, Pure Healthcare