



CredenaHealth

## CASE STUDY

## Ensuring convenient refill and delivery of specialty medications

57%

DECREASE  
in delivery  
arrangement  
time\*

4.4%

INCREASE  
in specialty  
medication  
adherence\*

95%

PATIENT  
ADOPTION\***CLINICAL PRIORITY**

Credena Health is a health system-based specialty pharmacy that strives to improve patient communication and coordination of refills for expensive and high-risk medications. Credena Health manages a variety of complex conditions including multiple sclerosis, rheumatoid arthritis, Crohn's disease, atopic dermatitis and many other specialty conditions.

Their goal was to minimize telephone calls and voice message management associated with refill coordination and delivery scheduling to improve the patient experience by allowing patients to respond to messages at their convenience. Additionally, staff satisfaction and efficiency were prioritized with the adoption of this patient engagement platform.

The Credena Health team also attempted to improve adherence, measured by medication possession ratio (MPR), simplify data collection about missed or late doses, and prioritize a novel outreach mechanism to improve patient outcomes and provide patients with the opportunity to engage with their pharmacist team.

**APPROACH**

Credena collaborates with Twistle by Health Catalyst to deliver refill reminders, automate patient follow-up in the absence of initial response, and gather ideal delivery parameters for their medications.

Their pharmacist team also gathers patient assessment data through regular check-ins to monitor for side effects, adherence, quality of life metrics, medication effectiveness, health changes, new symptoms, and disease flare ups. These pathways alert the team when patient responses warrant pharmacist interventions or follow-up.

Patients can respond to messages at their convenience, day or night, without worrying about the pharmacy's operating hours or being able to reach a pharmacist immediately.

\* Based on analysis conducted in 2021 by the Credena Health and 2021 data on patient adoption provided by Twistle

*“The Twistle pathway significantly reduces phone calls for our team and patients like that they can respond using the digital forms whenever it’s convenient for them.”*

Adam Saulles, PharmD, BCACP, CSP  
PHARMACIST AND MANAGER, CLINICAL PHARMACY SERVICES

*“The text message reminders and ease of submitting refills have been a great improvement in helping me taking dosages on the same day and time. Thank you!”*

Patient  
TWISTLE USER

## IMPLEMENTATION APPROACH

Credena implemented Twistle communication pathways to support medication management for an initial pilot group of multiple sclerosis patients. They have now expanded the program to support multiple disease-specific medications for more than 3,500 patients (~58% of all Credena patients), and continue to add patients at a rate of about 100 per month.

A series of questions confirm the need for a refill, the delivery address for this shipment, and any special delivery instructions for consideration.

If patients do not require a refill, the system gathers data about nonadherence issues, why the medication might be on hold, or if the patient is considering switching pharmacies.

## RESULTS\*

- Patients report high satisfaction with the message-based prescription management process (4.7/5 rating)
- Patient adoption has reached 95.9%
- The time required to coordinate medication delivery logistics decreased significantly by 57%, from ~70 hours to ~30 hours
- Medication adherence (measured by MPR) increased significantly by 4.4%, from 90% to 94%
- Credena staff have noticed a considerable reduction in phone call volume, and in some cases communicate with patients solely via secure messaging

\* Based on analysis conducted in 2021 by the Credena Health and 2021 data on patient adoption and satisfaction provided by Twistle



## ABOUT CREDNA HEALTH

Credena Health Specialty Pharmacy is a premier, URAC accredited pharmacy that treats complex conditions, while offering patients and providers a seamless experience. We understand that caring for a chronic disease involves much more than simply dispensing medications. That’s why we partner with providers to help patients manage chronic conditions through ongoing, individualized care.

## ABOUT TWISTLE BY HEALTH CATALYST

Twistle automates patient-centered, HIPAA-compliant communication between care teams and patients to transform the patient experience, drive better outcomes, and reduce costs. Twistle offers “turn-by-turn” guidance to patients as they navigate care journeys before, during, and after a care episode. Patients are engaged in their own care and follow best practices, communicate as needed with their care teams, and realize measurably better outcomes. Twistle integrates sophisticated automation with multi-channel communication, engaging patients through secure text messaging, interactive voice response, patient portals, or the health system’s digital applications.