

Urology Pharmacy Service Benefits Doctors and Patients

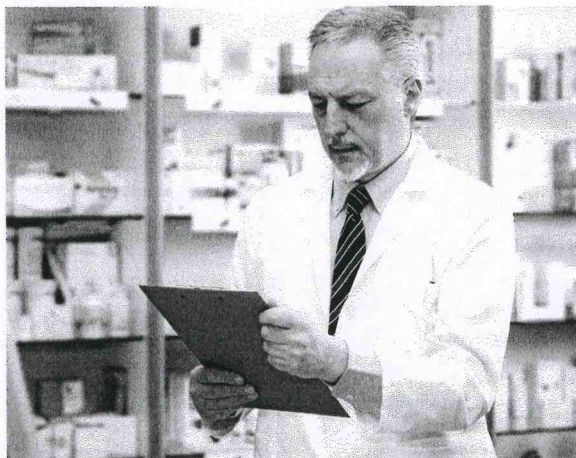
New program helps assure physicians that patients get the brand-name medications they are prescribed, and at the lowest cost.

MOST PHYSICIANS at one time or other have written a prescription for a brand-name medication that they believe is the best option for a patient, only to have a pharmacy substitute a generic or me-too version that the physicians opted not to prescribe. In the majority of states, pharmacists can substitute a generic for a brand-name drug unless the prescriber has instructed otherwise on the prescription with such language as "dispense as written" or "brand medically necessary." In some of these states, the law even requires pharmacists to substitute a generic.

Actavis, Inc. (formerly Watson Pharmaceuticals, Inc.), has launched

its Urology Pharmacy Service as a way to insure that patients get the Actavis-branded drugs they were prescribed. Actavis has partnered with Triplefin® to offer Rapaflo® (sildenafil), Gelnique 3%® (oxybutynin) gel, Androderm® (testosterone transdermal system), and OXYTROL® (oxybutynin transdermal system). Patients who opt to use the Urology Pharmacy Service can get these medications at the lowest cost without the need to visit a pharmacy.

Marc D. Colton, MD, managing partner of the Morris Urology division of Garden State Urology in Denville, New Jersey, is among the first urologists to try out the new service. Although



he only used it for several months, he already is hooked on its benefits.

"It's very frustrating for me to write a prescription for a medication and find out that it was substituted with something else," says Dr. Colton, who noted that he prefers to prescribe brand-name drugs such as Rapaflo® and Gelnique®.

"The service allows me to prescribe the drug that I want, give the patient the lowest cost for that drug, and give the patient one-stop shopping."

Patients benefit not only from getting the drugs their doctors prescribed, but also from not having to make a trip to a pharmacy and wait on line to pick up their medications, he says. Triplefin® delivers the prescriptions directly to patients in three to five days. U.S. participants in the service benefit from the lowest monthly cost for the drugs.

"Patients get a generic cost for the branded drug," Dr. Colton says. "The patients end up saving money by using the service."

Even in the short time he has been offering the service to patients, office personnel are spending less time on the telephone seeking prior authorization from third-party payers and haggling with pharmacists to ensure they dispense product as written.

Benefits Include:

- Prescriptions dispensed as written
- Branded drugs at the lowest monthly cost
- Patient convenience
- Improved office productivity

"It has enhanced the efficiency of the administrative staff," Dr. Colton says. Dr. Colton has surveyed patients who have participated in the Urology Pharmacy Service and found a greater satisfaction, with patients saying they would use the service again. He says he plans to expand the use of the service.

"As my experience and comfort level grow, I will offer this program to everyone who could benefit from the medications offered through the service," Dr. Colton says. "That's my goal." ■

Disclaimer: The views expressed in this article do not necessarily reflect those of Haymarket Media, Inc., publisher of *Renal & Urology News*.

Urology Pharmacy Service At a Glance

- With the Urology Pharmacy Service, commercial patients pay no more than \$15 for a 30-day supply and \$40 for a 90-day supply of Rapaflo and pay no more than \$30 and \$80 for a 30-day and 90-day supply, respectively, of Androderm®, Gelnique®, and OXYTROL®.
- Patients with no prescription drug coverage pay \$60 for a 30-day supply.
- Co-pay savings are handled automatically by the pharmacy; no co-pay card, voucher, or coupon is required.
- Medicare/Medicaid patients may fill their prescriptions through Triplefin® Specialty Services, but because of government regulations, may not participate in co-pay reduction programs. For Medicare patients after the initial three months of therapy, the following month of therapy is free.
- Triplefin® receives no incentives to switch prescriptions and therapeutic substitutions are not offered to patients.
- Physicians simply send their prescriptions directly to Triplefin® Specialty Services via their e-prescribing platform or by fax to 1-866-234-3755. Alternatively, patients can mail a written prescription to Triplefin® Specialty Services at 6000 Creek Road, Cincinnati, Ohio 45242.
- Pharmacy consulting services are available free to patients, including refill reminders and processing.