

Winona Health Capitalizes on 340B Savings and Enhances Community Care

INITIAL SITUATION

Winona Health is a health care organization that has served its rural Minnesota community for 126 years. The all-inclusive health care system cares for patients through every stage of life. Winona Health includes an inpatient hospital licensed for 49 beds and a long-term care residence licensed for 110 beds. Additionally, Winona Health has an assisted living residence with 60 beds and two memory care homes.

When staff and providers first heard about the opportunities for the 340B referral program, most agreed it sounded too good to be true. They were skeptical that they could claim patient prescriptions being written by outside providers and filled by contract pharmacies. They also had not realized they could use mail order and specialty pharmacies to garner 340B savings.

CHALLENGE

Winona Health continues to challenge themselves to be on the forefront of delivering the highest quality care with best practice approaches. Motivated to capitalize on missed 340B savings, staff and providers realized they needed a better command of the complexities of the discount drug program.

When Winona Health began working with 340B experts at Caravan Health, they quickly realized they were limiting themselves in automatic referrals from their own entities. Anytime Winona Health referred a patient to prescribers outside of their organization or to neighboring institutions with specialists, they were unable to track those prescriptions. To further confound the process, they did not realize they were able to claim those prescriptions for their savings. Staff and providers remained skeptical, but they were

committed to learning how to optimize the program for the benefit of their patients and community.

SOLUTION

Caravan Health experts quickly identified opportunities for Winona Health to automatically qualify referrals and prescription claims. Caravan also showed Winona Health how to retrieve records they were not previously able to access. Winona Health providers began to collaborate with more referral partners and the process not only increased their financial opportunities, but it also expanded relationships beyond just the 'Med' list. The improvement in patient information sharing resulted in more comprehensive treatment plans for patients.

One of the tools Winona Health has used to enhance its 340B program is the award-winning Caravan Coach technology. Caravan Coach provided a framework for Winona Health to evaluate prescriptions for possible inclusion in their rapidly-expanding 340B program by identifying and qualifying every possible prescription. In doing so, Winona Health effectively increased their capture rates.

Today, Winona Health staff relies on Coach for proper documentation which has increased their confidence with maintaining compliance for a potential HRSA audit. Winona Health staff understands if they are audited, they will use Coach to move documents directly from the software to their EMR for quick record receiving.

Since Winona Health started working with Caravan Health, they have expanded their 340B program to more than 40 locations, including retail, mail order, and specialty long-term care pharmacies. They are enhancing their community from the increased revenue and improved patient care.

“340B has helped Winona Health be more strategic about the projects and the programs that we’re able to offer to our community. Realizing savings through programs like the 340B program helps support non-revenue producing programs that benefit our community members. One such program is our Community Care Network. We can provide that service due in part to our success with 340B. Investing time and effort into the 340B program has been well worth it for Winona Health. It is a program that helps us care for our community and our organization.”

ROBIN HOEG

Chief Operating Officer
Winona Health

