



BlueCross BlueShield
of North Carolina

MEDICARE

Blue Cross® and Blue Shield® of North Carolina (Blue Cross NC) | Healthy Blue + MedicareSM (HMO-POS D-SNP)

Elevate your practice efficiency with electronic prescriber tools

Real-time prescription benefit (RTPB) and electronic prior authorization (ePA) can improve the e-prescribing process by making it more efficient and enhancing patient care. RTPB technology can have a 20% increase in prescribing clinically appropriate lower-cost alternatives. ePA can reduce administrative burden and cut authorization processing time by up to 70%.

RTPB provides prescribers with on-the-spot access to vital information about prescription costs, coverage, and pharmacy options within their EMR systems, ensuring informed decisions are made at the point of care.

Advantages of RTPB:

1. **Cost clarity:** Up to 30% of prescriptions remain unfilled due to cost concerns. RTPB provides instant insights into patient-specific benefits, helping you prescribe affordable medications effectively.
2. **Boost adherence, boost outcomes:** RTPB significantly reduces prescription abandonment, leading to enhanced health outcomes and lower healthcare costs.
3. **Build trust with transparency:** Providing cost transparency improves patient trust and satisfaction. RTPB enables patients to understand their medication costs and options clearly.

ePA provides a proactive and seamless review of medications and treatments. Compared to a traditional prior authorization submitted by phone or fax, ePA results in less administrative burden and faster patient access.

Benefits of ePA:

1. **Increased efficiency:** ePA technology lowers approval times by as much as 70%, facilitating quicker patient access to medications.
2. **Simplified workflow:** By simplifying the prior authorization process, ePA reduces the administrative tasks for physicians, allowing more focus on patient care.
3. **Streamline operations:** With improved accuracy and compliance, ePA reduces errors and the risk of claim issues, streamlining operations significantly.

<https://bluecrossnc.com/providers/networks-programs/blue-medicare/healthy-blue-medicare>

Blue Cross and Blue Shield of North Carolina Senior Health, DBA Blue Cross and Blue Shield of North Carolina, is an HMO-POS D-SNP plan with a Medicare contract and a NC State Medicaid Agency Contract (SMAC). Enrollment in Blue Cross and Blue Shield of North Carolina Senior Health depends upon contract renewal.

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We also offer proactive prior authorization, which leverages integrated medical data to automatically approve prior authorizations when predefined criteria are met. This innovation allows us to reduce the number of prior authorization requests by up to 35%.

For further details on integrating RTPB and ePA, contact your EHR vendor.

References

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