

Redefine Health

Frequently Asked Questions

Internal Use Only

What is Redefine Health?

Redefine Health is the **consulting division** of URAC. Redefine Health, a not-for-profit 501(c)6, is dedicated to improving the healthcare delivery system specifically within **specialty pharmacy**.

Why was Redefine Health created?

As the leader in pharmacy quality, URAC has amassed a great deal of knowledge about what it takes to build a successful, high-quality pharmacy service. Redefine Health was created to facilitate this transfer of knowledge while maintaining the integrity of URAC's accreditation process. Redefine Health represents URAC's investment in the pharmacy community and signifies our effort to provide solutions to improve the quality of care patients receive.

Who is Redefine Health?

Redefine Health is staffed by seasoned specialty pharmacists who have been inside the operations of small independent specialty pharmacy startups to those driving Fortune 500 operations. Our consultants have experience in real-world pharmacy operations and understand regulatory and policy issues to drive change at the organizational, regional, and national level.

What is Redefine Health's Mission and Vision?

Mission: To create unique specialty pharmacy solutions leveraging quality management principles and insights.

Vision: To be the premier specialty pharmacy consulting partner for hospitals and health systems.

What does Redefine Health offer? Is that all?

Redefine Health currently offers **specialty pharmacy consulting services**. As Redefine Health grows, leadership will evaluate the introduction of other high demand consulting services where we have bench strength.

Why did Redefine Health limit its initial consulting services to specialty pharmacy?

There are **two reasons** for limiting initial services. First, specialty pharmacy is an **area of strength** for URAC. Our specialty pharmacy accreditation launched in 2008. With almost **10 years of experience** URAC's insights offer solutions to organizations that either want to improve their current specialty pharmacy operations or to those that seek to enter the specialty pharmacy industry.

Second, the specialty pharmacy is a **\$138B market**. **Hospitals and health systems are the fastest growing segment** within the \$412B pharmacy market. **Hospitals have not historically had a specialty pharmacy competency. This is where Redefine Health can help.**

What consulting services does Redefine Health offer?

Redefine Health consulting services address several pressing issues faced by specialty pharmacies:

- Medication Management
- Drug Utilization/ Analytics
- 340B Drug Pricing Program
- Quality Management
- Validation of Quality Management
- Patient Management
- Special Handling of Inventory
- Drug to Drug Management

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- Data Sharing with Manufacturers
- Cold Chain Processing

Can Redefine Health prepare my organization for specialty pharmacy accreditation?

No. Redefine Health does not perform accreditation readiness consulting. URAC has taken this arms-length position to ensure that there is no perceived conflict of interest between URAC and Redefine Health.

Can URAC recommend a consultant who performs accreditation readiness consulting?

URAC does not take an official position on retaining these consultants nor does URAC endorse or refer organizations to these consultants.

Why would an organization choose to engage Redefine Health?

- We know where the gaps are in specialty pharmacy
- Experience tells us where organizations face challenges in specialty pharmacy operations
- Our insights offer clients a road map for improvement

Redefine Health works with organizations who wish to pursue one or more of the following:

- Identify new sources of revenue specifically within their pharmacy operations
- Rethink comprehensive specialization
- Seek new pharmacy competencies
- Explore new systems and workflows
- Integrate specialty pharmacy services within CINs and ACOs
- Position health systems for success in risk-based contracts that require high levels of patient monitoring and adherence services

What is Redefine Health Academy?

Redefine Health plans to offer a series of online webinars available both live and on demand. The education series will:

- Accelerate Redefine Health brand awareness
- Serve as lead generation for Redefine Health consulting services
- Drive top line growth to URAC
- Further drive URAC brand awareness within the hospital/health system market

The curriculum will address several areas that specialty pharmacy operators must consider: policies and procedures, staff competencies, limited drug distribution issues, and payer contracting, for example.

Webinars are \$350 per session. The schedule and registration are available at www.redefinehealth.com.

Where can I find additional information?

Online

www.urac.org/consulting (will redirect you to www.redefinehealth.com)
www.redefinehealth.com

Offline

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