

# THE POWER OF PHARMACY<sup>®</sup>



**MIRIXA<sup>®</sup>**  
*The Power of Pharmacy<sup>®</sup>*

# COMMITTED TO EMPOWERING

Since our founding in 2006, Mirixa has been providing technology-enabled solutions for the delivery of medication-related services. PBMs, health plans, pharmacies, and employers use our revolutionary web-based technology and leverage our community and call center pharmacist network to administer standardized patient care programs to targeted population groups across the nation.

Mirixa solutions help enable pharmacists to go “beyond dispensing” and position the pharmacist as a medication expert and health care professional focused on identifying, assessing, and resolving medication-related problems. In addition, our solutions support the pharmacist’s role as educator, advisor, and advocate as they actively involve patients in the proper management of their medication regimens.



# PHARMACIST-BASED PATIENT CARE



## PATIENT CARE PROGRAMS

Designed to improve health outcomes, reduce costs, and strengthen customer loyalty

Whether tracking adherence, preventing duplication of therapies, or providing patient education, our programs deliver cost savings and efficiencies to our clients by leveraging pharmacists' clinical knowledge and consultative skills.

Our programs run on MirixaPro<sup>SM</sup>, a scalable, web-based technology platform that provides program workflow, data capture, and reporting capabilities aligned with health plan needs to fulfill CMS requirements. Our team stays closely involved with industry guideline formation, including CMS, NCQA, HEDIS, and PQA, and ensures that our solutions are prepared to address the recommended guidelines.

The Mirixa program portfolio can be integrated with other health management and wellness programs being used by a pharmacy, health plan, PBM, or employer.

Pharmacies can expand their patient care service offerings by making MTM services available to all of their customers (in addition to the select patients referred to them by government sponsored and commercial plans). MirixaEdge<sup>SM</sup>, a web-based application within the MirixaPro platform, guides pharmacists through individual patient record creation and disease-specific data capture, and supports an easy-to-integrate MTM service for any patient, regardless of health plan.

### MIRIXA'S PATIENT CARE PROGRAMS INCLUDE:

- Medication therapy management (MTM) services for Medicare Part D, Medicaid, and commercial health plan members
- Formulary alignment and transition services
- Patient adherence and care gap programs
- Patient safety programs
- Disease-specific medication management programs
- Patient coaching programs



# COMPONENTS OF A MIRIXA

## TECHNOLOGY

MirixaPro, our web-based platform, streamlines the data capture, data storage, and reporting of medication-related patient care services.

MirixaPro guides pharmacists by:

- Identifying potential medication-related problems
- Facilitating evidence-based standards of care to improve the quality of care
- Highlighting patient health care issues
- Prompting suggestions for patient lifestyle modifications, self-management, monitoring, and preventive care
- Enabling pharmacist engagement and collaboration with other health care providers

## MIRIXAPRO<sup>SM</sup>

- Industry-standard, scalable platform
- Configurable for multiple clinical programs
- Data driven
- Alerts-centric – key to prevention, safety, and cost concerns
- Workflow friendly – supports consults outside the dispensing flow
- Rapid deployment – easy onboarding of new users



# SOLUTION



## NETWORK

Our network of over 40,000 pharmacies includes both independent and chain pharmacies, and is one of the largest pharmacy networks in the nation.

We link health plans, employers, physicians, and patients across the country. A Mirixa network pharmacist interacts directly with patients—the members and employees of the clients we serve—to capture, track, and assess each individual's medication regimen in order to optimize medication use and improve safety.

We understand that one method of program delivery does not work for everyone. In addition to community pharmacy-based programs, Mirixa offers technology solutions for in-house programs and pharmacist-staffed call center services.

## PATIENTS

The patient is central to all that we do.

Our clinical programs and supporting technology help strengthen patient/pharmacist relationships by:

- Expanding patient care opportunities for community pharmacy, both in the U.S. and internationally, through programs such as medication therapy management
- Educating patients about their medications and health issues to improve outcomes
- Striving to lower medication related costs for patients and in turn provide Return-on-Investment (ROI) opportunities to our clients



A close-up photograph of a person's hand holding a yellow pill bottle. The hand is wearing a gold ring. In the foreground, an orange pen with the Mirixa logo is lying on a surface. The background is blurred, showing a desk and another pill bottle.

# WHAT IS THE VALUE ON INVESTMENT (VOI) OF A MIRIXA SOLUTION?

Whether contracting with Mirixa for patient care program services or licensing our technology platform, customers can recognize significant value from our pharmacist-based programs and tool design.

## IMPROVED OUTCOMES

Mirixa's access to more than 40,000 community pharmacies, along with our call center business model, provides health plan members with advice and guidance on their medication regimen from licensed, professional pharmacists. By encouraging patients to actively engage in the management of their own health care, health plans, employers, and most importantly, patients, benefit from the improved outcomes achieved through pharmacist-identified interventions, health awareness, and education.

Our programs also uncover issues such as adverse drug effects, drug interactions, and ineffective therapies – all of which diminish health outcomes. Combined, our programs and tools flag these issues when they arise, facilitating healthy pharmacist/physician/patient collaboration.

## REDUCED COSTS

Mirixa's pharmacist-delivered patient care programs help identify inefficiencies, waste, and duplication in the prescribing process. Immediate cost savings can be realized by addressing these instances. Even bigger cost savings can be realized by encouraging greater health awareness through clinical programs and education. A healthier patient population has fewer hospital admissions, ER visits, and adverse situations.

# ABOUT MIRIXA CORPORATION

## PATIENT, MEMBER, AND EMPLOYEE LOYALTY

Patients benefit from improved therapeutic outcomes, error prevention, and the reduction and even elimination of unnecessary medication costs. And patients who achieve these benefits as a result of their interactions with their pharmacists will develop a higher level of satisfaction with their health plans and will perceive greater value from their prescription benefit programs.

Pharmacists benefit from these programs because they develop loyal patients who share with others their positive pharmacy experience.

Health plans and pharmacists benefit from the relationship formed through pharmacy-based patient care services by gaining satisfied members and patients.

We help clients and pharmacy partners empower patients to live fuller, healthier lives.

Founded and sponsored by the National Community Pharmacists Association (NCPA) in 2006, Mirixa Corporation is dedicated to improving patient health by leveraging *the clinical expertise of pharmacists*. Through our network of community pharmacists, we link health plans, patients, providers, and employers, supporting the common goal of improving health outcomes while reducing costs.

Mirixa achieves this by:

- Linking health plans, PBMs, employers, physicians, and patients to pharmacists through the nation's largest pharmacy-based patient care network.
- Providing community pharmacy, health plans, and employers with the leading technology platform that:
  - Helps to identify patient health care issues
  - Highlights potential medication-related problems
  - Encourages standardized care by pharmacists
- Strengthening patients' relationships with their primary care pharmacists by:
  - Expanding patient care opportunities for community pharmacy both in the U.S. and overseas
  - Educating patients about their medications and health issues to improve outcomes
  - Striving to lower medication related costs for patients and in turn provide Return-on-Investment (ROI) opportunities to our clients



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