

Oncology Consultants saves more than 200 hours annually by using RxVantage to schedule medical science representatives.

Oncology Consultants, a busy community-based oncology practice in Houston, TX, had always made time to meet with medical science representatives—typically more than 60 per week. However, as the practice expanded—and more reps wanted access—managing the logistics of these interactions began to drain staff productivity.

“We were struggling,” says **Niki Roosma**, Executive Assistant who oversees daily operations and manages the personal schedules for each of the practice’s nine physicians. “The biggest frustration was the time it took away from our patients. The reps would tie up our phones and the front office.”

One administrative staff member in charge of scheduling meetings with reps spent nearly one day per week tracking down rep contact information, aligning schedules, compiling questions in advance, planning lunches, and more. Despite these challenges, industry reps were important resources for the practice. They provided valuable education to physicians and nurses about drug regimens and protocols that changed frequently. They also educated practice administrators

800

Daily Patients

155

Administrative Staff

18

Practitioners

200+

Hours Saved Annually

about important reimbursement challenges and rebates that helped patients afford expensive oncology drugs.

“It’s important to have that time with the drug reps,” says Roosma. “We’re trying to cure cancer. It’s about finding the right drug to effectively cure patients. It all goes back to the patients.”

TEAMING UP WITH RXVANTAGE

Oncology Consultants decided to partner with RxVantage after a practice administrator heard about

the application from a peer at the Community Oncology Alliance (COA) conference. RxVantage is a free platform that intelligently connects physicians and medical staff members with reps who have the most relevant information, enabling practices to continue receiving in-person education with minimal time and effort.

“Ultimately, it was about taking the burden off our front-end staff,” says Roosma. “That was the deciding factor. Our Executive Committee gave the thumbs up.”

The go-live process was easy. Oncology Consultants participated in a few demos, completed a practice profile with scheduling preferences, and drafted a system-wide protocol for how it would use the tool. Within hours, the practice was using RxVantage to schedule nearly 100% of its rep visits.

MAKING IT EASIER THAN EVER TO SCHEDULE INDUSTRY REPS

With RxVantage, it’s about adding structure to the oftentimes unstructured process of scheduling industry reps—all without having to increase administrative bandwidth. More specifically, Oncology Consultants can:

- Control the frequency with which certain reps can book appointments, including the ability to designate ‘favorite’ reps
- Create appointment slots so reps can self-schedule
- Easily add, edit, or delete appointments at any time
- Require confirmation to reduce last-minute cancellations and no-shows
- Search for reps by first/last name, product/drug name, or company name to access contact information, appointment histories, notes, and more
- Send private messages to reps without having to share email addresses

With the help of RxVantage, Roosma says staff can redirect their attention to what matters most: Helping patients. “They’re simply able to do their jobs without the interruption,” she adds.

CHALLENGES

- ✓ **Enhance efficiency without increasing administrative bandwidth**
- ✓ **Identify drug rebates and grants for a myriad of oncology treatments**
- ✓ **Schedule more than 60 industry reps weekly**
- ✓ **Stay abreast of important drug-related updates and changes**

RESULTS

- ✓ **Gained easy access to comprehensive information about patient assistance programs**
- ✓ **Increased productivity using existing staff**
- ✓ **Received tailored, on-demand education about critical changes to oncology drug regimens and protocols**
- ✓ **Reduced time spent scheduling industry reps from 20 to 2 hours monthly**

The practice’s patient advocates and financial aid counselors also save time by using RxVantage. With a simple drug search, they have access to the latest information about Patient Assistance Programs (PAP), coupons, rebates, local pharmacy pricing, and more.

MAXIMIZING EDUCATIONAL OPPORTUNITIES

With RxVantage, Oncology Consultants ensures that providers and clinical staff receive critical information about oncology treatments straight from the source, without having to place the burden on administrative staff to obtain, filter, and disseminate details. When physicians have specific questions, they or their staff can quickly message the correct rep or request a meeting. Being able to send questions to reps in advance allows practices to maximize the educational value of rep in-services.

CUSTOMIZING PRACTICE PREFERENCES

Oncology Consultants tailors RxVantage to meet each of its clinic's schedules and availability. "It has been nice to customize each location with the days of the week when reps can come in," says Roosma. "It's about setting boundaries. It ends up working better for the reps as well. When reps have an appointment, they know that we'll be ready for them. Before RxVantage, we had to turn most reps away."

HELPING PRACTICES THRIVE

Without RxVantage, Roosma says it would be nearly impossible to continue keeping the practice's doors open to hundreds of industry reps. It simply didn't have sufficient staff to manage the process. "RxVantage is a great tool," says Roosma. "It's easy to use, and the customer service is amazing. It would benefit any practice that's looking to regain time."

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Niki Roosma

Executive Assistant
Oncology Consultants



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RxVantage digitizes the physician-pharma relationship via a cloud-based platform that has saved offices and reps hundreds of thousands of hours previously wasted on scheduling in-person meetings manually. RxVantage was founded on the premise that the in-person exchange of knowledge between life-sciences companies and healthcare providers is key to improving patient care. Our mission is to apply technology to ensure that every interaction that physicians and their staff have with industry representatives is educational. The platform is free to use for all medical practices and reps, while reps have the option to upgrade to a paid account.

To learn more, visit www.rxvantage.com/tour