

PATIENT
ENGAGEMENT
E D I T I O N



Medvantage



The annual listing of 10 companies that are at the forefront of providing Patient Engagement solutions and impacting the industry



Medvantx

Facilitating Access to Safe and Affordable Medication



Prasanna Parthasarathy,
CEO

For patients with critical illnesses, accessibility to essential medications is as vital as their affordability. Many of them, especially those in low-income or impoverished circumstances, find themselves unable to afford them. This forces them to often make agonizing trade-offs between their health and financial stability.

Amid this challenging landscape, Medvantx, a non-commercial pharmacy, emerges as a beacon of hope in breaking down the barriers that hinder medication access for patients. It supports large pharmaceutical manufacturers in facilitating seamless, safe, and affordable medication delivery to impoverished, uninsured, or underinsured patients with critical illnesses.

Its primary focus is on improving healthcare access for those frequently underserved by the healthcare system. Medvantx's core mission is to eliminate the need for individuals to make difficult choices between their fundamental necessities and costly medical care, particularly when dealing with chronic conditions such as oncology and cardiovascular diseases.

At the heart of this transformative process is Medvantx's cloud-based medication management platform, Insights. It serves as a digital conduit that enhances connectivity between

pharmaceutical companies, healthcare providers, and patients, facilitating efficient and accessible medication delivery.

"We are steadfast in our commitment to delivering efficient and reliable pharmacy services, ensuring optimal access to patient medications," says Prasanna Parthasarathy, CEO of Medvantx.

It offers a service spectrum tailored for pharmaceutical firms, with a focus on non-commercial dispensing, which encompasses support for clinical trials, quick start and bridge programs, and prescription assistance.

Within this framework, Medvantx's prescription assistance services take the center stage. These services are primarily geared towards assisting individuals who encounter challenges in affording insurance copays or lack insurance coverage through alternative means. Medvantx also closely collaborates with major pharmaceutical companies to ensure that individuals qualify for vital medications without financial burden.

Medvantx's engagement model involves collaborations with healthcare providers, pharma companies, and patients. Once the physician's prescriptions are validated and the patient's eligibility is established, it ensures the medications are seamlessly delivered to the provider's or the patients' homes.

This is made possible by Medvantx's robust shipping capabilities that sets an industry standard. It excels in meeting the intricate needs of specialty medication transportation, ensuring secure delivery of temperature-sensitive medicines for oncology, rheumatology, neurology, and rare diseases.

In parallel, Medvantx strategically positions its expanded pharmacy next to the UPS Worldport global air hub. This location ensures swift and efficient delivery through the UPS air network, facilitating the timely reception of medications by both patients and healthcare providers.

Championing advancements in technology, Medvantx has directed significant investments into AI, specifically focusing on refining its engagement model. It is actively expanding its use of robotics and other state-of-the-art technologies to enhance customer experience.

The end-to-end platform Insights adds to Medvantx's capabilities and ensures a seamless and secure patient experience. It ensures steadfast compliance with state board

regulations. The goal is to digitize every aspect of medication management, enhancing patient safety, and operational efficiency.

The platform's extensive toolbox includes everything from portals to interactive voice response guided contact centers, complemented by the integration of safety software throughout its distribution and logistics processes. This allows Medvantx to employ other models to engage patients. For instance, it offers portal-based services and a landing page where patients can submit their prescriptions. They also have the option to connect with its team over the phone to follow up on their service needs. The platform further helps in tracking acknowledgments of patient medication deliveries.



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Beyond ensuring patient engagement through seamless medication delivery, Medvantx is a leader in sustainability initiatives. It actively engages in practices like cold chain pack-out recycling and efficient pack-out strategies that promote eco-friendliness.

Fueled by the mission to enhance medication access, Medvantx empowers pharmaceutical companies and healthcare providers to address the healthcare needs of patients. Through its dedicated efforts, patients can rest assured that they are relieved from compromising on life-saving medications. **HT**