

Medication Optimization Use Case

Perfecting Peds, Remote	
Focus Area	<p>This use case highlights a pediatric-focused, telehealth-enabled Comprehensive Medication Management (CMM) service delivered by clinical pharmacists through Perfecting Peds. The service supports children with complex medical conditions, by assessing medications remotely, identifying interactions, optimizing dosing, and improving coordination with care teams.</p> <p>Delivered through a virtual model, the CMM service helps families streamline treatment, reduce adverse effects, and improve outcomes without additional clinic visits and healthcare savings—making it especially valuable for medically complex pediatric populations. The program has also demonstrated strong caregiver satisfaction and a measurable return on investment, supporting future scale.</p>
At-a-Glance	<ul style="list-style-type: none"> • Organization Type: Pediatric virtual comprehensive medication management service offered through health insurance • Project Launch Date: 2021 • Payment and Funding Strategies: Health insurance and private pay • Sustainability Strategy: Leveraging technology to allow for seamless and clinically evidenced care
Organization Details	<p>Perfecting Peds is a pediatric-focused clinical pharmacy organization that delivers telehealth-based CMM services to children and young adults with complex medical needs. The team includes board-certified pediatric pharmacists and care coordinators who specialize in optimizing polypharmacy, psychopharmacology, and chronic disease management across developmental and special needs populations. Through strong collaboration with families, prescribers, and health plans, Perfecting Peds integrates CMM into existing care structures to improve outcomes, reduce adverse effects, and enhance quality of life. With a whole-child approach, their mission is to ensure every medically complex child receives the safest, most effective treatment plan possible.</p>
Brief History of CMM Program and Scope of Services	<p>Jena Quinn, PharmD, BCPPS, began her career as a pediatric clinical pharmacist at the Children’s Hospital of Philadelphia and Cooper University Healthcare. There, she saw firsthand the gap in care after discharge—families were left to manage complex medications without support. As a mother of three and a witness to repeated hospital readmissions and medication errors, Dr. Quinn was driven to create a better model.</p> <p>In 2021, she founded Perfecting Peds to extend pharmacist support beyond the hospital. Starting with recently discharged families, the practice soon expanded to partner with long-term pediatric care facilities across New Jersey. Over two years, her team optimized therapies, reduced hospital visits, and improved medication safety—work that was published in <i>The Journal of Pediatric Pharmacotherapy and Therapeutics</i> in April 2024.</p> <p>Today, Perfecting Peds delivers pediatric pharmacist-led care to high-risk children across all settings, through health plans and private payers.</p>

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Results & Achievements

- **Better Outcomes**
 - Identified 7,869 drug therapy problems, with 2,997 resolved over a 9 month period (n=102)
 - 98% acceptance rate of pharmacist recommendations
 - Reduced hospital readmissions by 44%
 - Avoided 28 ED/hospital visits and 61 urgent care/clinic visits
 - Reduced polypharmacy: average medications decreased from 23 to 20
 - Published clinical impact in JPPT (April 2024); study included patients with median SNF stay of 7.7 years and 9.5 complex chronic conditions
 - **Cost Savings**
 - Average direct savings: \$434/patient/month
 - Cost avoidance: \$479/patient/month
 - AJMC analysis (pending):
 - \$172/patient/month direct savings
 - \$964/patient/month indirect savings
 - Partnered with Havarti Risk Group to validate a 3:1 ROI
 - Q1 2025 revenue surpassed 2024 totals and exceeded Q1 targets by 21%
 - **Patient Satisfaction & Engagement**
 - Google Reviews: 5-star average across 76 reviews
 - Net Promoter Score (NPS): 97% over 8 months
 - 31% engagement rate with enrolled members
 - Patient success stories regularly reflect improved quality of life and family empowerment
 - **Clinician Satisfaction and Advocacy**
 - Pharmacist encounters: 2.5 per member per quarter
 - High provider uptake: Clinical recommendations well-integrated into care teams
 - Policy wins: Led NJ legislation (A4810) requiring Medicaid reimbursement for CMM
 - First pharmacists recognized as mid-level providers in PA
 - Partnered with 7 pharmacy schools for APPE training, growing the pediatric
- Expansion, Scale & Infrastructure**
- UPMC (PA): Launched with 1,700+ lives, now 2,800+ (50% Q/Q growth)
 - EmblemHealth (NY): Launched with 3,200+ pediatric lives
 - Additional contracts: Humana (FL), Simply Healthcare (FL), HealthPartners (multi-state)
 - Pipeline includes Aetna, UHC, Molina, and CareFirst
 - Run rate: 600 patient visits/month
 - 225 new + 375 established patient visits/month
 - RxJr platform built in Salesforce Health Cloud supports pharmacist workflows
 - Unit economics: 50–60% margin
 - National visibility: Featured on HealthPartners podcast and national press

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<p>Patient Success Story (consent provided)</p>	<p>When Liz Naylor’s son Giacomo was diagnosed with myotonic dystrophy, a complex, incurable degenerative neuromuscular disorder, she found managing his continuous care, medications, and appointments challenging, especially as her three other children also inherited the condition. Initially skeptical of a no-cost CMM service offered by her HealthPartners plan, Liz gave them 15 minutes to impress her. They succeeded.</p> <p>Perfecting Peds, a CMM provider, connected Liz with a clinical pharmacist who reviewed Giacomo’s health and medications. The pharmacist recommended adjusting dosages and spacing out his steroid injection and magnesium supplement, which were hindering the steroid’s effectiveness when taken too close together. Liz appreciated the pharmacist’s personalized support, noting it felt like a “life preserver” within the healthcare system, ensuring “the fewer the medications, the better.” This positive experience led Liz to use Perfecting Peds for her other children and eventually to work for the company.</p> <p>HealthPartners recognizes CMM as a valuable service, providing a 3:1 return on investment and improved health outcomes through individualized pharmacy support. Their teams are actively promoting this no-cost service to over 30,000 high-risk members through personalized communications and incentives. Dan Rehrauer, director of clinical pharmacy program and pharmacy quality, highlights that CMM ensures patients get “all the good and none of the bad from their medications,” leading to better health and reduced healthcare costs</p>
<p>Team-Based Care Strategy</p>	<p>In this team-based care model, various healthcare professionals collaborate to optimize medication management for patients.</p> <p>Clinical Pharmacists: Clinical pharmacists are central to the CMM program. Their responsibilities include conducting CMM visits and ensuring patient buy-in. They make therapy initiation and titration recommendations, which are implemented after approval from a physician or physician assistant. Additionally, clinical pharmacists provide patient education and conduct follow-up visits. All patient interactions by remote clinical pharmacists occur via telehealth, using either phone or video.</p> <p>Nurses and Pharmacy Technicians: Our team utilizes pharmacy technicians and RNs to offer care management. The support staff assists with provider relations, throughput, and clinical intervention communication. The program emphasizes that CMM training is provided to “all involved in the CMM care delivery process”, which includes nurses and pharmacy technicians, enabling them to support the CMM workflow and patient care.</p>
<p>Patient Referral Criteria</p>	<p>Eligibility: Patients are eligible for the service if they have greater than two disease states or are using more than two chronic medications.</p> <p>Study Design: The program utilizes a retrospective review for its study design.</p> <p>Population of Focus: The primary focus is on medically complex patients aged 0-24 years due to health plan classification as pediatrics .</p>
<p>Size of CMM Program</p>	<ul style="list-style-type: none"> • Clinical Pharmacists: 10 pharmacists • Practice Sites: Virtual • Support Staff: Nurses, pharmacy technicians, and students (residency program pending) • Unique patients and number of visits: 3500 patients/5000 visits

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<p>Program Success Factors</p>	<p>Our program’s success is defined by its significant impact on patient care, medication optimization, and healthcare utilization:</p> <ul style="list-style-type: none"> • Improved Patient Outcomes: We significantly improved patient health by reducing admissions, monitoring adverse reactions, and helping to mitigate drug interactions. Patients and clinicians reported high satisfaction and perceived benefits, indicating successful program implementation. • Optimized Medication Regimens: Clinical pharmacists played a crucial role in making therapy initiation and titration recommendations. This led to appropriate medication adjustments, as seen in a patient’s improved health after the pharmacist addressed adherence and recommended dose changes. • Potential for Reduced Healthcare Costs: The improvements in patient health and resolution of medication issues suggest a strong likelihood of decreased hospitalizations and emergency visits, thereby contributing to reduced healthcare costs.
<p>Size of CMM Program</p>	<p>Our future goals for Perfecting Peds include:</p> <ul style="list-style-type: none"> • Becoming the Standard of Care We will establish our personalized pharmacist services as the recognized standard of care in pediatrics by securing adoption from at least three major pediatric health systems or associations within the next three years. • Achieving a National Footprint We will expand our services to a national scale, operating in at least 15 states and serving over 10,000 children annually within five years, using scalable care models, telehealth, and strategic partnerships. • Improving Care for All Kids We will enhance access to high-quality CMM by demonstrating a 20% improvement in pediatric health outcomes—such as reduced hospitalizations and better medication adherence—within two years, with continued improvements year over year.
<p>References</p>	<p>Quinn J, Bodenstab HM, Wo E, Parrish RH. Medication management through collaborative practice for children with medical complexity: A prospective case series. <i>J Pediatr Pharmacol Ther.</i> 2024;29(2):119-129. doi:10.5863/1551-6776-29.2.119</p>
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