

Customer Profile

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We are pleased to see ScriptCenter improving our pharmacy services by offering prescription pick up services to our employees 24 hours a day, 7 days a week.

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Kevin Miller, RPh, Director of Ambulatory Care Pharmacy Services, UMass Memorial Prescription Center Pharmacy

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The marketing support from Asteres was top notch. They provided us individualized marketing support all along the way to help us advertise the new service to our employees. Even after go-live, we continue to collaborate with Asteres on creative ideas to keep top-of-mind ScriptCenter awareness with our employees.

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Heidi Thoday, Marketing and Communications Consultant

UMass Memorial Health Care

UMass Memorial Health Care, which includes five hospitals as well as home health and hospice programs, behavioral health programs and community-based physician practices, is the largest health care system in Central and Western Massachusetts and the clinical partner of the University of Massachusetts Medical School.

Approximately 12,350 employees operate the hospitals' 1,125 beds. In 2010, they treated 58,937 inpatients, and counted more than 1.4 million outpatient visits. With their highly sophisticated technology and support services, UMass Memorial Health Care provides the region with specialists nationally acclaimed for their work in cardiology, orthopedics, cancer, diabetes, newborn intensive care, children's services, women's services, emergency medicine and trauma.



Goals

UMass Memorial Health Care selected ScriptCenter to:

- Improve pharmacy services
- Reduce lines and wait times in the pharmacy
- Decrease costs by enhancing pharmacy workflow efficiencies

Solution



UMass Memorial Health Care installed ScriptCenter to improve their pharmacy services while maximizing their pharmacy staff's time. By increasing the efficiency of the staff they plan to redirect their tasks to fill new prescriptions and counsel patients who may need extra assistance. With the installation of ScriptCenter, UMass Memorial Health Care has improved their pharmacy services by expanding pharmacy hours beyond their open hours to meet the needs of their hospital employees 24 hours a day, 7 days a week.

UMass continues to see more and more employees use the system, in part due to their well thought out and executed marketing campaign. From brochures to fliers and e-mail blasts to hospital newsletters, UMass

Memorial Health Care launched an effective marketing campaign and continues to see employees attracted to the new service for their quick and easy prescription pick up needs.