

Turning Insight into Impact



**How Loopback Analytics
supercharged an academic
medical center's specialty
pharmacy growth**

Turning Specialty Pharmacy Insights into Growth

For health system specialty pharmacies (HSSPs), demonstrating performance is essential to unlock capital investments, payor and limited distribution drug (LDD) networks, and medication access for patients.

That's why one high-performing HSSP turned to Loopback.

A partnership that began as an effort to track prescription capture and streamline reporting has blossomed into a system-wide specialty pharmacy growth strategy for the HSSP, part of a world-renowned integrated delivery network (IDN) on the East coast.

Working with Loopback Analytics marked a strategic step forward for the IDN, accelerating value creation through data-driven HSSP expansion, improved outcomes, and deeper engagement with payors and pharma.



Scaling a High-Performing HSSP with Data-Driven Precision

"The pharmacy is the #1 growth opportunity for our health system," says the academic medical center's (AMC) HSSP leader. Backed by a visionary leadership team, the health system's dual-accredited HSSP has become a linchpin in its value-based care strategy serving tens of thousands of patients through an innovative, integrated care model where data is the most valuable currency.

Yet, scaling that impact required more than ambition—it demanded the ability to benchmark outcomes, identify gaps, and translate insights into action. "When we can baseline performance around high-quality, cost-effective care, our value proposition grows exponentially," explains the HSSP leader.

Like many AMCs, the HSSP wasn't lacking data but time, resources, and visibility were in short supply. Reporting was fragmented across electronic health record (EHR) and dispensing platforms, requiring hours of manual effort. "I was doing a lot of the aggregation and visualization myself. It was all in Excel," he notes.

Similarly, without dedicated support, market access initiatives were stalled. "Unlocking payor contracts seems simple, but there are around 70 pages of requirements per payor," the director said.

Seeking speed, precision, and strategic insight, the pharmacy team partnered with Loopback for its proven support of health system-owned specialty pharmacies. Unlike vendors that assume operational control, Loopback empowers internal teams with data and market access tools. What could have taken years was accelerated in just months.

"Loopback helped us leap ahead," says the HSSP leader. The result: a high-performing HSSP empowered to demonstrate clinical, financial, and operational impact faster, smarter, and at scale.

"Loopback is an accelerator for our specialty pharmacy, for time to ROI and health system growth."

Health System Specialty Pharmacy Leader

About the HSSP



Supports 10+ specialty areas including autoimmune, cardiology, neurology, oncology, and more



300k+ specialty and home delivery dispenses annually



Dual-accredited: URAC & ACHC



100+ FTEs



State's 1st NCI-designated Comprehensive Care Center



World-renowned rare disease Centers of Excellence

Accelerating Growth Through Prescription Capture and Market Access

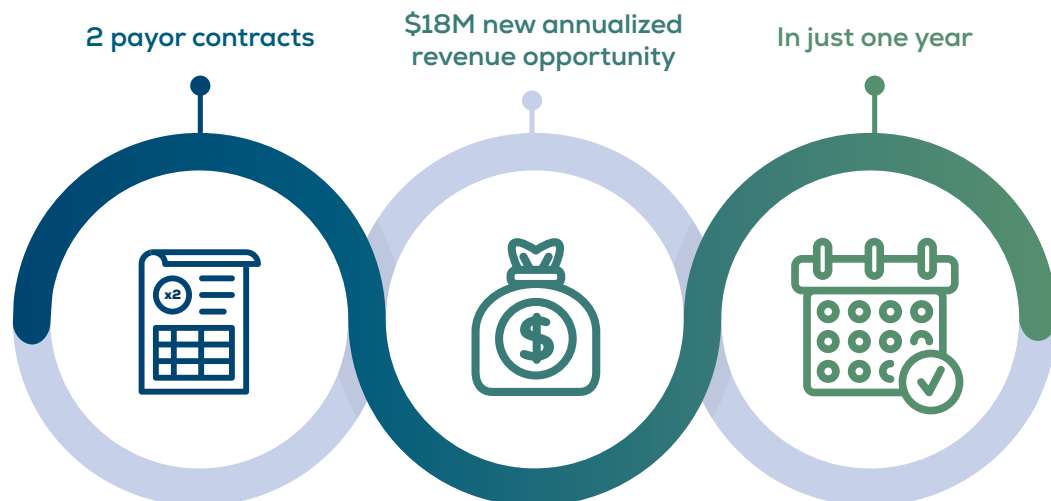
With the Loopback Rx Platform, the HSSP has been able to zero in on performance opportunities and act fast. One critical area of impact: specialty prescription capture.

Before Loopback, identifying prescription leakage required hours of manual data wrangling across siloed systems. Now, real-time dashboards show where and why prescriptions are leaking enabling the team to respond with precision. “With Loopback, you pull up just one dashboard, and all of your data is there,” says the HSSP leader. “We can create targeted campaigns against long-range goals like a 40% capture rate and track exactly how we’re closing the gap.”

Loopback empowers the HSSP not just to discover insights but to act on them. From launching successful engagement campaigns to increasing capture rates, Loopback transforms visibility into measurable results.

That same speed and strategic support have extended to payor access. “Every health system’s biggest challenge is payor access,” says the HSSP leader. “Unlocking these contracts would have taken 1–3 years on our own. Loopback helped us do it in months.”

Case in point: with Loopback’s support, the HSSP unlocked two new specialty contracts with major insurers representing \$11.7 million in annualized revenue gain in under a year. One contract, stalled for 18 months, was approved within six months thanks to Loopback’s hands-on support. A second \$6.1 million opportunity followed just four months later.



With access secured, Loopback enabled the team to take immediate action. Powered by Rx Capture, the HSSP swiftly identified newly eligible patients ready to benefit from its integrated, personalized care model.

Loopback is also helping the HSSP gain entry into competitive LDD networks by showcasing outcomes that matter to manufacturers such as improved time to therapy, robust patient support, and automated data reporting.

One key area of focus is improving access to newly approved, high-impact therapies.

“IDNs will need to harness data to streamline access so these therapies can reach patients soon after FDA approval,” the pharmacy director explained. “With Loopback, we have the tools necessary to do that.”

Turn Insights into Action with Loopback Analytics

Partnering with Loopback enables HSSPs to transform real-time insights into real-world impact.

With Loopback's Rx Platform, pharmacy leaders have on-demand access to dashboards and insights to fuel smarter decisions, faster growth, and stronger performance:

Identify

Identify and capture lost revenue by pinpointing high-value opportunities and leakage across your specialty pharmacy.

Improve

Improve clinical and operational performance with real-time tracking of metrics like adherence, abandonment, and turnaround time.

Automate

Automate complex reporting for accreditation, REMS, and manufacturer/payor requirements – saving time and reducing burden.

Benchmark

Benchmark against peer HSSPs to spot gaps, share best practices, and strengthen value-based conversations.

Demonstrate

Demonstrate clinical impact with therapy-specific dashboards that support interventions, research, and access initiatives.



Clinical Outcomes Strengthen Payor and Manufacturer Partnerships

Loopback's Rx Platform includes Therapy-Specific Outcomes Dashboards that equip pharmacists with the clinical insight to deliver and demonstrate impact. With automated analytics, the team can track therapy-level outcomes, monitor healthcare utilization, and quantify where pharmacist interventions are improving care.

This ability to measure and communicate clinical performance is essential not only for internal optimization, but also for proving the HSSP's value to pharma and payors. Loopback's Rx Platform enables HSSPs to benchmark performance against external specialty pharmacies, reinforcing its role as a trusted partner in delivering measurable, value-based care.

Insight-Driven Growth: The Future of HSSPs

This academic medical center is redefining specialty pharmacy performance with Loopback as a strategic growth engine. Together, they're expanding access, accelerating outcomes, and laying the groundwork for the next chapter.

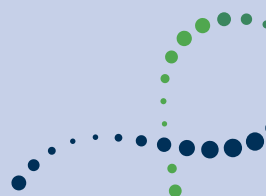
By turning insight into action, the HSSP is advancing value-based care at scale, partnering with payors, pharma, and providers to deliver high-impact care where it's needed most.



Ready to accelerate your specialty pharmacy's growth and performance?

Discover how Loopback's data-driven solutions empower health system specialty pharmacies to unlock new opportunities and improve patient outcomes.

Visit www.loopbackanalytics.com to learn more and schedule a personalized demo today.





loopbackanalytics.com