

Press Release

ECU Health partners with Loopback Health to optimize specialty pharmacy services through data-driven insights

Greenville, N.C. and Dallas, Texas — [05/20/26] — Loopback Health, a healthcare data and services company accelerating access and outcomes in specialty care, today announced a partnership with ECU Health to support the growth and performance of its health system–specialty pharmacy (HSSP).

Many health systems face barriers, including manufacturer and payor network restrictions, that can prevent them from serving patients through their own specialty pharmacy programs. Through the collaboration, Loopback will help ECU Health address these barriers, enabling more patients to access coordinated, high-touch specialty pharmacy services within the health system.

“ECU Health is committed to ensuring patients in eastern North Carolina receive timely, coordinated access to the specialty medications they need,” said Charlie Waters, PharmD Vice President, Pharmacy, ECU Health. “As a health system serving a rural region of more than 1.9 million people who call eastern North Carolina home, we believe every patient deserves high-quality care close to home. Partnering with Loopback Health allows us to apply advanced analytics, benchmarking and access expertise to strengthen our specialty pharmacy program and better serve our communities.”

Through its network of more than 90 health systems nationwide, Loopback provides peer benchmarking and proven best practices to help health systems strengthen specialty pharmacy performance, delivering strong adherence and faster time to therapy for patients.

“We are honored to support ECU Health’s next phase of specialty pharmacy growth,” said *Neil Smiley, CEO of Loopback Health*. “Their focus on improving access positions their program for sustainable impact across the communities they serve.

About ECU Health

ECU Health is a mission-driven, 1708-bed academic health care system serving more than 1.4 million people in 29 eastern North Carolina counties. The not-for-profit system is comprised of 13,000 team members, nine hospitals and a physician group that encompasses over 1,100 academic and community providers practicing in over 180 primary and specialty clinics located in more than 130 locations. The flagship ECU Health Medical Center, a Level I Trauma Center, and ECU Health Maynard Children's Hospital serve as the primary teaching hospitals for the Brody School of Medicine at East Carolina University. ECU Health and the Brody School of Medicine share a combined academic mission to improve the health and well-being of eastern North Carolina through patient care, education and research. For more information, visit ecuhealth.org.

About Loopback Health

Loopback Health connects health systems and life sciences companies to expand access and improve outcomes in specialty care. For health systems, Loopback provides insights and services to optimize specialty pharmacy operations and demonstrate clinical and economic value. For life sciences, Loopback offers real-world data and scalable solutions to accelerate evidence generation and patient access strategies. Learn more at loopbackhealth.com.