In early 2006, WellDyneRx had an aggressive growth plan on the table that placed providing first-class customer service at the top of their list for garnering new and maintaining existing customers. To achieve their service goals, WellDyneRx was committed to implementing advanced technology at all levels of their operation.

“Our number one priority has always been to provide our customers with incredible service. As we grow, we’ll continue to leverage technology in all areas – the Internet, service, our mail order operation – to live up to our high standards,” said Damien Lamendola, president and CEO. “A big part of our message is that we deploy technology to give our customers superior service through faster turnovers, incomparable accuracy, and reliability.”

With short-term prescription growth estimated at an aggressive 100-200%, WellDyneRx embarked on a search for high-volume pharmacy automation to serve as the foundation to handle their rapidly increasing volume.

“Prior to conducting our technology search, we set the bar high. We wanted a state-of-the-art robotic dispensing system with the highest levels of safety, speed, and cost effectiveness,” said Susan Cain, COO.
WellDyneRx performed a systematic evaluation of all high-volume automation systems on the market. Based on their extensive research and customer site visits, they selected Innovation as their technology partner.

“We chose Innovation’s PharmASSIST technology because it’s the best in its class for where we are heading with our mail order operation: accuracy, reliability, footprint, and the latest and greatest technology” said Lamendola. “As an organization, Innovation’s team was professional and responsive, and worked with us from a partnership perspective. From day one they were focused on understanding and meeting our requirements.”

As Cain described, “We were looking for a partner who would be ‘light on their feet’ – who would both listen and be responsive to our requirements… not to mention, be responsive from an ongoing support standpoint.” She added, “Innovation distinguished themselves early on with their overall receptiveness, technological acumen and attention to detail. During our implementation, they were on-site for a good month. They trained our entire staff, and closely watched, analyzed, and identified areas where they could fine tune our system.”

WellDyneRx has also been impressed with Innovation’s seasoned engineering and development staff. As with Innovation’s customer service group, WellDyneRx has found these teams very accessible and receptive to constructive feedback and to incorporating enhancement requests.
Innovation’s philosophy of right-sizing and scalability was the perfect fit for WellDyneRx. Initial planning centered on the analysis of the fulfillment process and workflow, Rx volume, existing technology, formulary concentration, and physical layout.

“We provided Innovation with the necessary data and specific objectives we were looking to achieve. Their team asked questions, did an in-depth analysis and came back with various recommendations for layouts and workflow, which we then analyzed and selected the best solution for our requirements. It was a very efficient process,” said Mike Woodley, R.Ph. and vice president of national pharmacy operations.

WellDyneRx’s implementation went smoothly. Although they faced the typical challenges of software integration, they worked closely with all other firms to resolve any issues. To make the transition easier, WellDyneRx relocated the pharmacy into an adjacent area, enabling their pharmacy team to continue to work independently of the ongoing installation. Once all equipment was installed and tested, the new mail order operation went live in a matter of days.

WellDyneRx’s PharmASSIST high-volume system comprises a 360-dispenser RDS ROBOTx™, a three-tiered Tote Conveying system with RFID tracking, and nine workstations (three Rx Verification, three Manual Filling, two packing, and one shipping). The system employs PharmASSIST Symphony® for workflow management software and integrates with WellDyneRx’s other proprietary software systems for pharmacy management, packaging and shipping. Symphony serves as the conduit of information between these systems and eliminates the need for the re-keying of information.

“We currently have the capacity to fill over 3 million prescriptions per year, and have the potential to scale up to 6 million per year,” said Woodley. “The system’s workflow component is excellent and has improved the quality and efficiency of our entire process. The Rx tracking capability is invaluable especially when members call in wanting to know where their order is or to cancel an order in process. Symphony instantly provides all the necessary data, which improves internal efficiencies.”
WellDyneRx has made great strides in their growth plan and has achieved impressive results with their high-volume mail order operation. Since implementing the PharmASSIST technology, WellDyneRx has doubled their prescription throughput while simultaneously adding multiple levels of prescription monitoring for patient safety. On the customer service end, they’ve exceeded their turnaround guarantees on most orders by 24 hours. WellDyneRx’ standard turnaround guarantee for clean orders (i.e., no intervention required) is 48 hours.

“The system has had a dramatic impact throughout the organization. The workflow is phenomenal and enables us to know where everything is at all times. And our turnaround times are shorter than they’ve ever been,” said Lamendola.

As WellDyneRx looks ahead to new business opportunities, they feel strongly that they’ve put their stake in the ground with their ‘technology breeds improved service’ philosophy. “The beauty of the system with its unique design, compact footprint, and process flow integration is that we can now replicate high-volume dispensing at other sites with a high degree of customization for our clients,” commented Cain.

In terms of marketing, Lamendola is confident in WellDyneRx’s business model, stating, “We pride ourselves on our mail order service capabilities as a PBM, and we’re letting managed care firms know that we can handle all their mail order service needs. Our advantage is that we bring the total package – state-of-the-art dispensing and workflow technology combined with our outstanding call center specialists and multiple order entry and refill points – a true partner that has everything you need. He continued, “Our cornerstone is and will remain our strong commitment to exceptional service. We feel that we have the most advanced system in the U.S. today.”