



Outcome MD – Real Life Use

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OutcomeMD

- How to use it
- Why use it
- What's possible
- Marketing Opportunity
- Best Practices



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How to use it

- Plug & Play
 - Patient creation → Assessment selection → Send
 - Immediate results → Automated follow up results
- Assessments based on condition (dermatology, psychiatry, pain, etc).
 - APC custom created assessments for cBHT & LDN (Thank you).

Tips:

- Adjust follow up timing (i.e. PHQ-9).
- Assign someone to do these.
- Utilize your Rx software for a custom report.
- Ask OutcomeMD to build a report for a specific compound.



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Why use it

- Why not?
 - More data is a valuable resource to help us adjust therapy.
- Saves time for follow up.
 - Seconds instead of minutes.
- Huge pharmacy morale boost.
 - We forget that we are treating PEOPLE (and pets!).
 - “I made that batch!
 - “I remember speaking to that patient!”
- Marketing opportunity – new & current providers
- Patients see their progress
 - Daily low and slow isn't as obvious as “before & after”



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What's possible

- Maximize patient's time/attention while you have it!
 - We added a customer service questionnaire.
- Request custom surveys for unique compounds.
 - i.e. Warts – new survey was built within a few weeks.

Tip:

- Time is valuable. Keep things simple so patients actually complete the survey.



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Marketing Opportunity - Granular

Patient Reported Outcomes

Initials: [REDACTED]

DOB: [REDACTED]

Prescribed: Ketamine 200mg Troche [REDACTED]

No claims. Well known assessment

| Notable Test/Question | Baseline | 2 Week Mark | Improvement | PHQ-9 Improvement 29% | | | | | | | | |
|---|--------------------|--------------------|-------------|--|---|--|----------------------------------|------|---|-----|--|------|
| PHQ-9 Score | 14 | 10 | 29% | | | | | | | | | |
| Little interest or pleasure in doing things | More than 1/2 days | Several days | ✓ | <table border="1"> <thead> <tr> <th colspan="2">The Art of Medicine Satisfaction Scores</th> </tr> </thead> <tbody> <tr> <td>Satisfied with ordering process?</td> <td>Very</td> </tr> <tr> <td>Did you expect it to be more difficult working with a compounding pharmacy?</td> <td>Yes</td> </tr> <tr> <td>Overall, satisfied with experience at The Art of Medicine?</td> <td>Very</td> </tr> </tbody> </table> | The Art of Medicine Satisfaction Scores | | Satisfied with ordering process? | Very | Did you expect it to be more difficult working with a compounding pharmacy? | Yes | Overall, satisfied with experience at The Art of Medicine? | Very |
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| Feeling down, depressed, or hopeless | More than 1/2 days | Several days | ✓ | | | | | | | | | |
| Poor appetite or overeating | Nearly every day | Several days | ✓✓ | | | | | | | | | |
| Feeling bad about yourself - or that you're a failure, etc. | Nearly every day | More than 1/2 days | ✓ | | | | | | | | | |

Satisfied w/ service & expected it to be more difficult to work with us

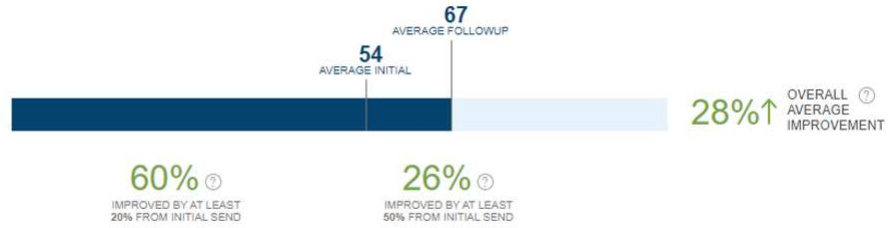


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Marketing Opportunity - Aggregate

PHQ-9 Score – Ketamine Therapy

✳ OUTCOME RESULTS OVERVIEW ⓘ



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Marketing Opportunity - Aggregate

APC Female

✳ OUTCOME RESULTS OVERVIEW ⓘ



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Best Practices

- Notify “touchy” prescribers.
 - Names NOT tied to reports
- Send to patients **starting** therapy.
 - Someone stabilized on hormone therapy is not only bad data, but may make it look like what we’re doing doesn’t work.
- Notify patient ahead of time.
 - “You will receive a link from (310).....”
- Send the **right** assessments
 - Ketamine for depression vs ketamine for headache.



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Contact Information

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