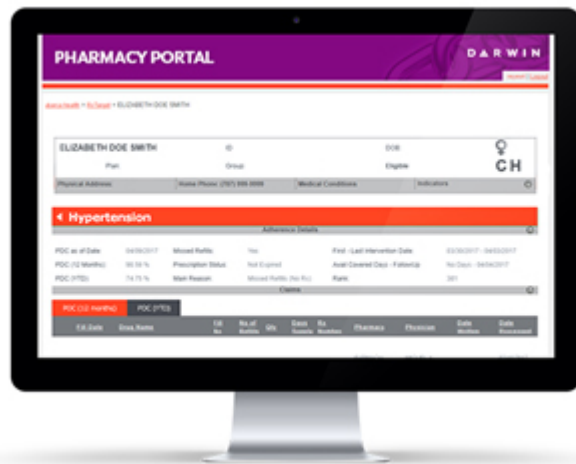


# PHARMACY PRACTICE NEWS

## Industry News

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## Abarca Exports Its PBM Tech Expertise



*By Karen Blum*

Boston—The pharmacy benefits manager (PBM) Abarca is making its homegrown technology platform available to its customers and other health plans and PBMs. The company launched its product, called Darwin, at the Academy of Managed Care Pharmacy’s 2018 Managed Care & Specialty Pharmacy annual meeting.

“Technology is an extremely important part of doing business,” said Jason Borschow, Abarca’s president and CEO. “The PBM industry is way behind the rest of the world in terms of the technology it uses to run its most basic operations. It’s very difficult to innovate when you’re working on 25- to 30-year-old legacy technology platforms.”

Although many companies still are working with different software systems to do claims processing, formulary management, rebates, analytics, financials and other tasks, Darwin integrates these functions as well as prior authorizations,

Medicare and Medicaid compliance, and others into a single interface. The system is cloud-based, secure and mobile ready, so real-time information can be viewed by any employee on any device.

Clinical tools incorporated into the system can send automated member outreach letters and interactive voice response calls.

Darwin, named for the evolutionary process it took to arrive at the product, will be rolled out to Abarca's PBM service customers and also is available as a stand-alone software suite for health plans and other PBMs.

"It's meant to be a platform that's attractive to all types of users whether they're members, whether they're millennials or whether they've been in the business for 30 to 40 years," Mr. Borschow said, adding that costs will vary depending on the purchaser's needs.

Darwin is the next generation of a platform that the company developed for its own use over the past eight years, Mr. Borschow said. The system also has built-in predictive analytics that enable a user to prioritize interventions for different members based on a particular behavior and the probability they will have that similar behavior in the future.

"It takes thousands of members and helps you every day [to] prioritize who am I going to call, who to follow up on, who is not reachable, or who has not had an intervention yet," Mr. Borschow said. "Having that kind of a workflow really makes a difference for health plans."

For more information, go to [abarcahealth.com/meetdarwin](http://abarcahealth.com/meetdarwin).