

LAI referral program brings in first consumer

Genoa Healthcare is partnering with Optum Behavioral Health on a pilot which refers Optum members to Genoa pharmacies for administration of antipsychotic long-acting injectable medications.

The partnership between Genoa and OBH not only increases access to long-acting injectable antipsychotic medications but also increases access to Genoa's personalized care and adherence support services, said Christina DiMattia, Genoa's director of clinical services, who oversees the pilot.

"We've seen many consumers struggle to get their LAIs due to limited staff available to administer or clinic hours. This program will help address that issue," she said.

LAIs can be a helpful tool for many consumers who need help staying on their medications. Genoa Healthcare has more than 300 pharmacy staff trained nationwide to administer LAIs.

The first consumer was referred to a Genoa pharmacy in April, after her clinic in Washington closed due to COVID-19. After receiving excellent care, the consumer is now getting all her medications through the Genoa pharmacy, along with the regularly scheduled LAI.

The pilot, which kicked off late in 2019, is currently limited to five Washington and Nebraska pharmacies, with no current plans to expand into other markets yet.

"We are working towards effective education and engagement to support referrals for administration services," said DiMattia. "When we see more volume in this market, we will begin discussing expansion to other markets."