

Unlocking 4x Revenue Growth with EQUIPP Copilot™

Executive Summary

Pharmacies across independent, retail, regional, health-system, and enterprise environments are operating under growing performance accountability. Medication adherence, HEDIS care gap closure, and Medicare Star Ratings are no longer abstract quality benchmarks; they are direct determinants of reimbursement and financial stability.

Despite this shift, most pharmacies continue to manage value-based programs through fragmented workflows dependent on multiple portals, and disconnected documentation systems. This structural misalignment reduces intervention timing, increases administrative burden, and limits incentive capture.

Since its early release for BETA program users in September 2025, EQUIPP Copilot™ has been adopted by more than 1,600 pharmacies. Early outcomes demonstrate measurable operational, clinical, and financial impact.

Documented outcomes include:



4X higher revenue compared to non-users



4X more care gaps closed



3-4 minutes saved per patient interaction



Approximately 2+ hours of administrative time saved weekly per pharmacy



Improved adherence performance across payer programs

These results indicate that embedding real-time intelligence directly within the pharmacy workflow materially changes execution and financial outcomes.

Industry Context: Performance Accountability Without Workflow Alignment

The pharmacy reimbursement landscape continues to evolve toward value-based arrangements. Pharmacies are increasingly expected to execute clinical interventions tied to adherence measures, chronic disease management gaps, and payer-specific quality benchmarks. Success requires identifying eligible patients, engaging them at the appropriate moment, documenting services accurately, and closing the loop in a manner that satisfies payer requirements.

However, traditional execution models rely heavily on retrospective identification of opportunities. Pharmacy teams often log in to separate payer portals, download static performance reports, and generate follow-up call lists after the patient interaction has already occurred. Documentation is frequently completed in disconnected systems, creating administrative redundancy and increasing the risk of incomplete reporting. This fragmentation creates workflow friction and delays intervention timing, increasing the likelihood of missed quality improvement opportunities.

The core challenge is not the absence of value-based programs or incentives, but the lack of always-on workflow intelligence that reduces reliance on manual tracking and portal navigation. While retrospective reporting will continue to exist, embedding quality insights, patient-level alerts, and documentation directly within pharmacy workflow can significantly reduce delays, narrow intervention gaps, and improve consistency of payer-compliant reporting.

“A lot of platforms are click-heavy. It used to take so much time that logging in and completing anything felt like an absolute drag.”

Katherine Weiss, CPhT and Lead Pharmacy Technician/Manager, Kashat Pharmacy (Metro Detroit), describes the operational burden prior to EQUIPP implementation.

EQUIPP Copilot™: Technology and Capability Overview

EQUIPP Copilot™ was designed to resolve the structural divide between performance data and pharmacy execution. Rather than functioning as a reporting overlay or standalone dashboard, it operates as a workflow-integrated intelligence layer embedded directly on top of pharmacy management systems.

Workflow-Native Architecture

Copilot integrates across more than 15 pharmacy management systems (PMS) and activates automatically when a patient profile is opened. This patented zero-click workflow eliminates the need for manual searches, external portal navigation, or additional browser tabs. Insights surface within seconds, without disrupting dispensing operations.

The tool is intentionally lightweight. Installation typically requires approximately two minutes, does not depend on centralized IT deployment, and supports unlimited workstation installations. Updates are delivered over the air, ensuring enhancements are applied seamlessly without downtime.

Real-Time Patient-Level Intelligence

At the moment a patient profile is accessed within your PMS, Copilot identifies actionable care opportunities specific to that patient. These include adherence monitoring, HEDIS and Star Rating care gaps, formulary optimization opportunities, payer program eligibility, and high-risk indicators.

Insights are delivered according to active health plans and payer requirements. Detection and matching models operate at over 95 percent accuracy, ensuring reliability and clinical confidence.

By activating insight during live patient encounters, Copilot creates a better patient care experience, more efficiency in patient outreaches and streamlines care, all in an effort to maximize reimbursement in payer programs.

Integrated Documentation and Closed-Loop Execution

In value-based reimbursement environments, documentation integrity determines financial realization. Copilot enables pharmacists and technicians to document interventions directly within the same workflow interface used for dispensing.

Identification, action, and documentation occur in a single operational session. This closed-loop model reduces duplicate data entry, strengthens compliance integrity, and minimizes revenue leakage from incomplete or delayed submissions.

Clinical activity is therefore directly aligned with payer reporting requirements and performance credit.

Performance and Financial Intelligence

Beyond patient-level activation, Copilot provides structured performance visibility at both the NPI and population levels. The Performance Dashboard presents current quality measure performance, gap closure progress, and projected payout potential linked to closing specific measures.

Population-level insights identify outlier patients and adherence trends, enabling strategic outreach planning. A comprehensive patient opportunity view allows filtering by measure type, opportunity urgency, and adherence status.

By connecting performance improvement directly to financial visualization, the platform reinforces alignment between clinical execution and economic return. Copilot also operationalizes execution across Medicare Star Ratings, HEDIS care gap programs, formulary adherence initiatives, enhanced services opportunities, and structured adherence monitoring programs. Documentation requirements and incentive eligibility are surfaced in context, reducing administrative friction and improving program participation consistency.

Clinical Decision Support Integration

Through integration with Pyrls, to bring access to best in class drug information and resources to pharmacies nationwide, the Copilot embeds concise, patient-friendly counseling points directly within the workflow. Pharmacists can access clear medication guidance without navigating to external references, preserving patient engagement focus. Upcoming enhancements will introduce drug interaction insights and monitoring recommendations, further strengthening safety and counseling effectiveness.

Enterprise and Network-Level Capabilities

For multi-store operators and pharmacy chains, Copilot is expanding into centralized performance management through the forthcoming Command Center. Planned capabilities include cohort-based worklists, custom intervention design, secure coordination between central and store teams, chain-level performance analytics, and role-based access controls.

This evolution positions Copilot not only as a store-level execution tool but as scalable network-wide performance infrastructure.

The Current Impact of 1600+ Pharmacies Using EQUIPP Copilot™

Operational Impact

Across more than 1,600 early-adopting pharmacies, measurable operational efficiencies have been reported. Pharmacies indicate that the EQUIPP Copilot™ platform saves 3-4 minutes per patient interaction by eliminating portal navigation and redundant documentation steps. When extrapolated across daily prescription volume, this equates to approximately two or more hours of administrative time saved per pharmacy per week.

“Copilot is live right there in the workflow and that’s so incredibly helpful. Having the information right there without having to go into all these different programs, it’s probably saving 3 or 4 minutes for each patient. In a retail pharmacy, there’s a lot going on, and any amount of time saving is valuable.”

David Coffman, Pharmacy Technician
Whidbey Health Community Pharmacy

These gains are not derived from reducing clinical activity; rather, they result from workflow simplification. By surfacing opportunities automatically and consolidating documentation within the dispensing interface, the system reduces cognitive load and task switching. Pharmacy teams are able to prioritize interventions without disrupting their existing operational rhythm.

“The information appears directly within the patient profile, eliminating the need to log into additional platforms or navigate between systems. In high-volume environments, even incremental reductions in friction translate into meaningful productivity gains.”

Katherine Weiss, CPhT and Lead
Pharmacy Technician/Manager
Kashat Pharmacy in Metro Detroit

Clinical Impact

Care Gap Closure

Early adoption data indicates that pharmacies using EQUIPP Copilot™ closed up to four times more care gaps compared to prior workflow models. The primary driver of this increase is execution timing. Because opportunities surface when the patient profile is opened, interventions can occur during live pickup or consultation rather than through subsequent outreach efforts.

This shift reduces reliance on outbound call lists, which often suffer from low response rates. By resolving gaps during face-to-face interactions, pharmacies improve completion rates and strengthen quality performance metrics. The shift also allows seeing all eligible interventions at one time to have more productive and coordinated care discussions at the point of care.

Adherence Performance

Pharmacies also report improved adherence scores across multiple payer programs. Real-time adherence alerts allow technicians and pharmacists to engage patients proactively, address refill synchronization issues, and document counseling immediately. These improvements translate into stronger performance on quality measures and increased eligibility for performance-based incentives.

Together, these outcomes suggest that workflow-integrated intelligence improves not only efficiency, but measurable clinical execution.

Financial Impact

The most significant outcome observed during early deployment is financial. Pharmacies using EQUIPP Copilot™ report up to four times higher revenue compared to pharmacies not using the solution.

This revenue differential is not incidental; it is structurally explained by the platform’s design. Immediate opportunity visibility ensures that eligible patients are identified during active encounters. Point-of-care execution increases completion rates. Integrated documentation strengthens reporting integrity. Together, these factors reduce missed incentives and unlock revenue streams associated with value-based programs.

In contrast, pharmacies operating without embedded intelligence frequently experience revenue leakage through unidentified patients, delayed interventions, or incomplete documentation. In performance-linked reimbursement environments, these gaps directly affect financial outcomes.

The observed fourfold revenue expansion demonstrates that workflow alignment is not merely an operational enhancement, but also a financial lever.

Conclusion

The evolution of pharmacy reimbursement toward performance-based models necessitates a corresponding evolution in operational infrastructure. Access to quality data alone is insufficient if it remains detached from workflow execution. The findings from early adoption indicate that real-time activation and integrated documentation materially influence both quality performance and revenue realization.

As competitive pressures intensify, pharmacies that rely solely on retrospective, portal-based reporting models risk structural underperformance relative to operators using workflow-integrated intelligence. The distinction increasingly lies not in access to programs, but in the ability to execute consistently and document effectively at scale.

Early adoption of EQUIPP Copilot™ across more than 1,600 pharmacies demonstrates measurable operational, clinical, and financial impact. These outcomes position workflow-integrated intelligence as foundational performance infrastructure for modern pharmacy operations. In an environment where quality execution directly influences financial viability, embedding actionable insight within the dispensing workflow is emerging as a strategic necessity rather than a technological enhancement.



To book a demo for EQUIPP
Copilot™, scan the QR

About PQS

PQS by Innovaccer aligns healthcare payers and pharmacies to achieve their shared goals of better patient outcomes and healthcare quality performance. As a neutral, trusted intermediary supporting the evolution of value-based care, PQS facilitates nationwide pharmacy-based care through our partners and the EQUIPP®/EQUIPP Copilot™ platforms. Utilizing deep clinical pharmacy knowledge and over a decade of performance management experience, we help clients develop strategies, implement quality improvement programs, and optimize the quality of healthcare for their populations served.

For more information on how PQS can support you, please visit www.pharmacyquality.com.