



## CONTACTS

Whitney Ellington: wellington@ncpdp.org, 480.477.1000, X162

# University of Michigan Study Demonstrates Value of RxChange Communications

*A recently completed study by the University of Michigan demonstrated that pharmacist-driven RxChange communications significantly modified prescriptions to improve quality of care and medication safety while also providing cost savings to patients. The NCPDP Foundation funded this study with major contributions from the First Databank and GoodRx Founders Gift Donor Funds.*

**SCOTTSDALE, AZ, January 16, 2025** – A recently completed study by the University of Michigan College of Pharmacy is providing [key insights](#) into how RxChange communications between pharmacists and prescribers are impacting e-prescription content, medication safety, and cost savings for patients.

RxChangeRequest messages—which are part of the [NCPDP SCRIPT Standard](#)—provide pharmacists with a streamlined solution to facilitate medication changes, whether due to a potential adverse drug or allergic reaction or for cost savings. The University of Michigan’s study analyzed national RxChange transactions from 2022 to 2023. Using data from Surescripts, they examined original e-prescriptions and their RxChange messages, focusing on changes in active ingredients, strengths, dose forms, therapeutic classes, and costs.

The dataset included over 1.3 million RxChange messages. Analysis of RxChange message records produced several important takeaways:

- 52% of all RxChange messages were approved or approved with changes by prescribers, indicating pharmacists provide meaningful prescription recommendations.
- RxChange messages utilized for prescription clarification resulted in a 64% approval rate, indicating RxChange improves coordination of care among the healthcare team and pharmacists.
- 74% of all RxChangeRequest messages were resolved within days (25% within the same day). This shows RxChange messages can accelerate patients receiving the medication they need.

“This research helps demonstrate that our pharmacists are medication experts within the healthcare ecosystem,” said J.W. Hill, MBAHCM, Executive Director of the NCPDP Foundation. “RxChange is an essential tool available within the e-prescription workflow, making pharmacist-provider collaboration easier to facilitate better clinical outcomes and improve patient safety and access to treatment.”

This grant was made possible with support from the [FDB Patient Safety Founders Gift Donor Fund](#) (\$5,000) and the [GoodRx Access to Care Founders Gift Donor Fund](#) (\$5,000) and through the General Grant Fund.

## About the NCPDP Foundation

The NCPDP Foundation collaborates with organizations and individuals to support research initiatives that improve data sharing throughout the healthcare ecosystem, removing obstacles to quality care for patients, with a focus on pharmacy interoperability. The NCPDP Foundation is a 501(c)(3) nonprofit charitable organization headquartered in Scottsdale, Arizona.

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