

# RxChange Provider Optimization Effective November 2023 (For Internal Use Only)

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Starting in late November Surescripts will be implementing a change designed to significantly reduce the number of RxChange requests that do not receive a corresponding response.

## Why?

RxChange requests which do not receive a response create rework, erode trust in the RxChange transaction, and disrupt the overall patient experience. These disruptions can include delays in starting therapy, patient frustration and confusion, and manual workarounds that include calls and faxes between providers and their staff and pharmacies

## Action

The Surescripts team has analyzed millions of RxChange requests and has identified a small number of SPIs (Surescripts Provider Identifier) that fail to respond to a high number of RxChange requests. Starting in late November, Surescripts will deactivate/disable the RxChange service for this small number of providers. A pharmacy that attempts to send an RxChange request to a deactivated location will revert to fax or another manual process. This will decrease the delays and confusion.

## Impact

For most Surescripts customers, the affected number of SPIs represents a fraction of 1% of their total SPIs that have the RxChange service level activated. The threshold used to determine these SPIs were providers that are currently enabled for the RxChange service for at least 60 days and have received 10 or more requests with 0 responses in a 30-day period. This change only applies to the RxChange service level, and no other services levels will be impacted by this change.

## How to increase customer awareness

Please review this [FAQ document](#) for answers to additional common questions. Awareness and training can help some providers who do not understand the benefits and process of RxChange requests. Surescripts has developed several provider focused education materials that can be branded by your organization to support your efforts to educate and train providers on the benefits of the RxChange service. The RxChange training materials can be found on the Surescripts Partner Portal, where you can access a wealth of marketing, sales, and promotional resources. These resources include brandable collateral, promotional kits, videos, white-papers, and various other assets.

## [Rx Change Requests](#)

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