# SpendMend Trulla 2022

Maximizing Pharmacy Savings through Algorithms, Standardization, and Preferred Supplier Selection

Performance Report | **October 2022**

+TRULLA

SpendMend Trulla: Maximizing Pharmacy Savings through Algorithms, Standardization, and Preferred Supplier Selection

Why This Spotlight?

Pharmacy is the largest category of non-labor spend in healthcare and is one of the most complex areas of spend across any industry. Annually, there is considerable healthcare expenditure that is exacerbated by gaps in the pharmacy supply chain. Pharmacy buyers have limited tools to assist with ordering, costing health systems millions every year. Additionally, procuring medication at affordable prices is a concern for providers, pharmacies, and patients. This report offers an at-a-glance profile of Trulla, a pharmacy procurement software application aimed at helping pharmacy buyers select the most economic NDCs and suppliers, ultimately improving the drug-purchasing process.

What Does Trulla Do?
(A Customer Explains)

"Trulla is an analytics program, and our organization's purchasing accounts from our primary wholesaler feed into the system. The system helps us to see how our contract pricing is loaded across our various accounts and compares the pricing and purchase histories because some of our hospitals are covered entities. Those organizations have three different accounts to purchase drugs on. Trulla's analytics takes in all the purchase histories and provides guidance on which products we should select as our primary purchasing choice." —Manager

Bottom Line

Trulla (acquired by SpendMend in August 2022) is a high-performing vendor with highly satisfied customers who recognize an ROI in the pharmacy procurement space. The vendor provides a supportive, proactive partnership for provider organizations, who find the software intuitive and easy to use. Though there are some issues with ordering, they do not detract from customer satisfaction. Some customer respondents would like the vendor to improve the user interface.

Key Competitors (as reported by Trulla)
GraphiteRx, KitCheck, QuicksortRX

Number of Customers Interviewed by KLAS
4 individuals from 4 unique organizations (Trulla shared a list of 6 unique organizations; the list represents 100% of the customers that are eligible for inclusion in this study)

Top Reasons Selected
Reasonable price point and ROI, vendor's agility and willingness to partner with client respondents, executive expertise in pharmacy procurement space, 340B splitting for central processing distribution

Survey Respondents—by Organization Type (n=4)

	Academic health systems	Large-hospital health systems
	75%	25%

0% — 100%

Trulla
Customer Experience: An Initial Look

Overall Customer Satisfaction (n=4)

100%
- Highly satisfied
- Satisfied
- Dissatisfied

Time to See Outcomes (n=4)

100%
- Immediately
- Within 6 months
- 6–12 months
- Over 12 months
- No outcomes yet
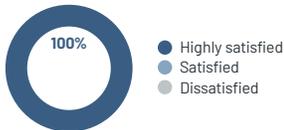
Outcomes Expected by Customers

✓ Achieved	★ Unexpected outcome
⧗ Pending	✕ Not achieved
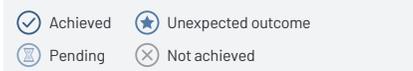
Analytics gives provider organizations increased value by showing unit dose reporting versus commercial unit dose options ✓

Analytics shows compliance with 340B program ✓

Software provides procurement-saving opportunities and ROI ✓

Key Performance Indicators (1–9 scale)

Supports integration goals	Product has needed functionality	Executive involvement	Likely to recommend
A+	A−	A	A+
(n=4)	(n=4)	(n=4)	(n=4)

Would you buy again? (n=4)
● Yes   ● No

100%

Grading scale

|				
A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11	F = <5.22
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84	
A− = 7.92–8.18	B− = 7.02–7.28	C− = 6.12–6.38	D− = 5.22–5.48	
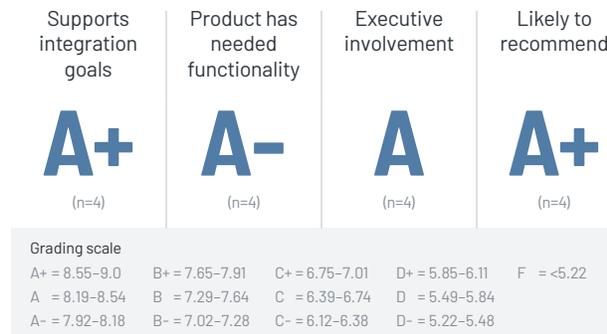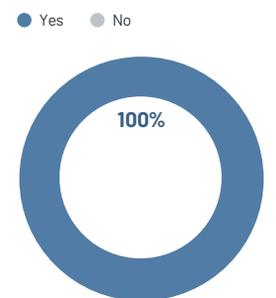
Adoption of Key Functionality
Percentage of interviewed customers using functionality (n=4)

Actionable analytics: Provides pharmacy purchasing analytics to view spending trends, find cost-savings opportunities, track cost savings, and resolve price variances — 100%

340B engine: Ensures each medication order is compliant while using 340B and group purchasing organization (GPO) accumulations — 25%

CSC-enabling functionality: Sends orders to the health system's consolidated services center, provides a picklist and a shipping manifest, records journal entry for GL — 25%

Pharmacy ordering optimization: Places orders to multiple suppliers in a single shopping cart using advanced product-preference and supplier-preference logic — 25%

0% — 100%
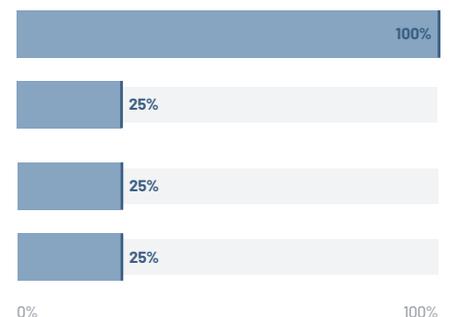
Strengths

Software is intuitive and easy to use

"Trulla is very intuitive as to where things are housed. Even if I don't initially know how to do something, it is very easy to figure things out." —Manager

Supportive, proactive partnership with the vendor

"Trulla is very proactive. If we diagnose an issue, they not only resolve the issue but also look into proactive ways to monitor things in the background and ensure the issue doesn't happen again. Trulla is very helpful and easy to work with, and they are ready to help us with important issues. Trulla is a working partner when trying to figure out a solution, so that is why we recommend them." —Manager

Clients recommend the software as it drives outcomes and saves on costs

"I would tell peers that using the product is a no-brainer. If organizations are not using Trulla, then they need to. Sites need somebody who cares about paying the right price within their organization, and then the sites need somebody who is capable of reviewing the data. The money that is saved is free money and is the customer's money." —Director

Opportunities

Future improvements in the user interface would improve satisfaction

"Trulla uses the Power BI dashboard. In the long term, the user interface may be an area for improvement. The user interface is the main difference between Trulla and some other products. I don't need a fancy website. I just need the data reviewed and analyzed, and that is what Trulla does for me. But eventually, a simpler, easier-to-use user interface would be a good thing for the vendor to add." —Director

Minor functionality issues were cited and since resolved

"We have seen some issues with orders crossing over. At one point, we had some delays, but that issue has been taken care of. Now, an order takes two minutes, at worst, to land in the Trulla system, and our buyers haven't raised any issues about that." —Director

KLAS' Points to Ponder

The Positives: Trulla provides actionable analytics and a pharmacy procurement platform that serve both 340B and non-340B pharmacy operations. Trulla's analytics and procurement solution also incorporates wholesaler stock levels to further optimize medication savings for organizations and patients. Trulla's complete 340B management solution incorporates PBM stocks to further optimize medication savings for organizations and patients. The vendor also supports compounding, packaging, supply chain, and retail and acute care operations. Multi-location central distribution is also supported.

Organizations should consider the following:

Mike Davis

HCIT market research and analysis expert with 40+ years of experience

The Solution's Long-Term Viability in Healthcare
Healthcare organizations that are registered to participate in the 340B drug program have specific compliance regulations that need to be followed to remain in the program. The 340B drug program is a complex environment where multiple drug suppliers and GPOs may be involved. The ability to automate the purchasing and fulfillment processes will be of high value for healthcare organizations. The ability to expand medication supply chain management using the same platform enables a quick ROI for healthcare organizations. Trulla is well positioned to compete in this market.

Impacts and Trade-Offs of the Underlying Technology
Trulla uses standard cloud, database, and application development solutions in their architecture. At this time, there are no mobile application capabilities, which would improve user capabilities. This platform also has no security protocol that is followed (e.g., NIST, ISO). Data is encrypted using AES-256 protocols. Customers report the application has an intuitive design that facilitates quick implementation and adoption. Medication ordering and fulfillment are accomplished using a shopping-cart design. Integration with TPAs has been accomplished. An analytics platform supports ROI evaluations and supply chain improvement insights.

Pharmacy Operations Analytics
Pharmacy operations in healthcare organizations is complex relative to interactions with multiple suppliers, GPO services, and 340B programs. The ability to capture supply chain data for the analysis of ordering, fulfillment, and dispensing will improve pharmacy operations efficiencies. Integration with TPAs relative to medication and 340B compliance provides better insights into supplier performance. The ability to add pharmacy operations data into the organization's enterprise data warehouse will improve care outcomes evaluations, especially if social determinants of health (SDOH) data is also available for analysis. Trulla has an analytics platform to supplement enterprise analytics.

Considering Customer Support from Start-Up Companies
Healthcare organizations that have experience with implementing start-up company solutions understand that customer support for early implementation and training programs is critical for initial adoption and long-term success. The digital age requires digital applications to be intuitively designed so that users can begin using the solutions with minimal training. The same architectural design considerations are needed to support quick and efficient implementations and integration with other enterprise solutions. As the start-up company grows, these capabilities must also evolve. Trulla currently has good customer support foundation capabilities.

Trulla: Company Profile at a Glance

Founder
Curtis McEntire

Year founded
2018 (acquired by SpendMend in 2022)

SpendMend headquarters
Grand Rapids, MI

Number of customers
Over 500 hospitals and clinics using the Trulla software and/or analytics

Number of employees
9

Estimated revenue
$2.2M

Revenue model
SaaS

Target customer
IDNs with multiple hospitals; IDNs that also have a pharmacy consolidated services center is an additional focus

Healthcare Executive Interview

Curtis McEntire, Trulla founder and former CEO, VP of Trulla software at SpendMend

What is your background?
I have a strong background in pharmacy supply chain, data analytics, and software development. I managed the pharmacy supply chain for a large integrated health system (over 20 hospitals and 200 clinics) for over 10 years before transitioning to a pharmacy consulting role with Aesynt and eventually Omnicell. During my years involved with pharmacy supply chain, I recognized the need for better tools to help pharmacy buyers. That is what inspired me to develop Trulla. In 2018, I formed a team of pharmacists and founded Trulla, a cloud-based pharmacy procurement software built for the pharmacy buyer. Trulla was acquired in August 2022 by SpendMend, a provider of software used to improve the cost cycle of healthcare. Henceforth, Trulla's pharmacy procurement software application will be part of the SpendMend portfolio of solutions and be referred to as SpendMend Trulla.

Why was Trulla started?
Each of the founders of Trulla worked within the pharmacy of Intermountain Healthcare for many years. We faced daily challenges within the pharmacy supply chain due to the lack of technology and tools to enable us to do our jobs better and provide more value for the health system. For several years, we tried working with other pharmacy vendors to help them better understand the gaps and challenges we faced. After a lot of effort with others and no good solutions on the market, we decided to form Trulla and build the first comprehensive solution for the pharmacy buyer.

What is Trulla's biggest differentiator?
Our differentiator is our ability to drive every order to the health system's preferred NDC and preferred supplier, enabling the health system to maximize their savings at the point of purchase every time. An additional differentiator is our 340B engine, which enables health systems that have a consolidated services center to compliantly ship medications to covered entities while utilizing available 340B and GPO accumulations to maximize savings.

Is your solution integrated into a core system (such as the EMR) or does it stand alone?
Trulla can operate as a standalone system. For 340B entities, integration with the covered entities' third-party administrator is required. Integration with the health system's inventory solution is suggested but not required. This enables automated builds of the buyer's shopping cart based upon inventory levels within their devices.

Solution Technical Specifications (provided by Trulla)

Cloud environment
AWS

Development platform
Python

Database environment
PostgreSQL

Mobile application environment
On future road map

Security platform
None

Confidentiality
Not required

Data encryption
Data encrypted at rest and in transit (AES 256)

Integration approach
HL7, API, and EDI

HITRUST certification
In process

Report Information

Trulla Performance Overview
All standard software performance indicators

Culture

Proactive service (1–9 scale)	(n=4)	**A**
Keeps all promises (percent that say yes)	(n=4)	**100%**
Product works as promoted (1–9 scale)	(n=4)	**A**

Loyalty

Would you buy again (percent that say yes)	(n=4)	**100%**
Part of long-term plans (percent that say yes)	(n=4)	**100%**
Forecasted satisfaction (1–9 scale)	(n=4)	**A**
Overall satisfaction (1–9 scale)	(n=4)	**A**
Likely to recommend (1–9 scale)	(n=4)	**A+**

Operations

Quality of training (1–9 scale)	(n=4)	**A**
Quality of implementation (1–9 scale)	(n=4)	**A**
Ease of use (1–9 scale)	(n=4)	**A-**

Product

Overall product quality (1–9 scale)	(n=4)	**A**
Product has needed functionality (1–9 scale)	(n=4)	**A-**
Supports integration goals (1–9 scale)	(n=4)	**A+**
Delivery of new technology (1–9 scale)	(n=4)	**A**

Relationship

Quality of phone/web support (1–9 scale)	(n=4)	**A+**
Executive involvement (1–9 scale)	(n=4)	**A**

Value

Money's worth (1–9 scale)	(n=4)	**A+**
Avoids nickel-and-diming (percent that say yes)	(n=4)	**100%**
Drives tangible outcomes (1–9 scale)	(n=4)	**A+**

Grading scale

A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11	F = <5.22
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84
A- = 7.92–8.18	B- = 7.02–7.28	C- = 6.12–6.38	D- = 5.22–5.48

LEAD AUTHOR
Jackson Tate
jackson.tate@KLASresearch.com

CO-AUTHOR
Aurene Wilford
aurene.wilford@KLASresearch.com

DESIGNER
Jessica Bonnett
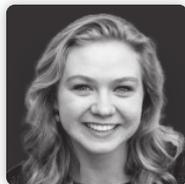
PROJECT MANAGER
Mary Bentley

KLAS RESEARCH

Our Mission
Improving the world's healthcare through collaboration, insights, and transparency.

Reader Responsibility
KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS' best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to klasresearch.com/faq.

Copyright Infringement Warning
This report and its contents are copyright-protected works and are intended solely for your organization. Any other organization, consultant, investment company, or vendor enabling or obtaining unauthorized access to this report will be liable for all damages associated with copyright infringement, which may include the full price of the report and/or attorney fees. For information regarding your specific obligations, please refer to klasresearch.com/data-use-policy.

Note
Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.