

# blue paper



## SUPERIOR PARTNERSHIP: WORKING TOGETHER INCREASES ADHERENCE FOR MEDICARE MEMBERS WITH CHRONIC DISEASES

When health plans and PBMs work together, we can develop new offerings to help members with chronic diseases stay adherent to medication and achieve better health outcomes, while potentially saving the health care system money.

### A closer look at non-adherence

Non-adherence is a significant problem in health care and is not limited to Medicare members. Studies show that half of people with chronic conditions do not take their medication. This lack of adherence to medication is estimated to cause approximately 125,000 avoidable deaths and \$100 to \$300 billion in preventable health care costs every year.<sup>2,3</sup> When we look at Medicare beneficiaries, we see two thirds of members have at least two or more chronic conditions requiring treatment with medications. Non-adherence for this group accounts for more than 90% of Medicare health care spend.<sup>6</sup>

Examining ways to improve medication adherence for patients with chronic conditions is critical. The Centers for Medicare & Medicaid Services (CMS) is focused on adherence for medication to treat chronic conditions such as high blood pressure, high cholesterol and diabetes. Improving adherence for members with these conditions can improve member health outcomes and reduce costs. It can also drive improvements to the health plan's Star quality rating.

BETWEEN

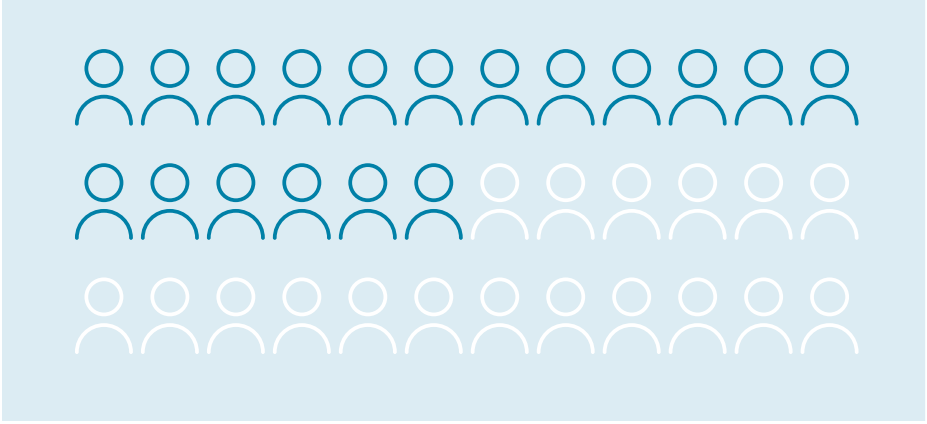
20%  
AND 30%

OF PEOPLE DO NOT  
PICK UP THEIR  
PRESCRIPTIONS<sup>4</sup>

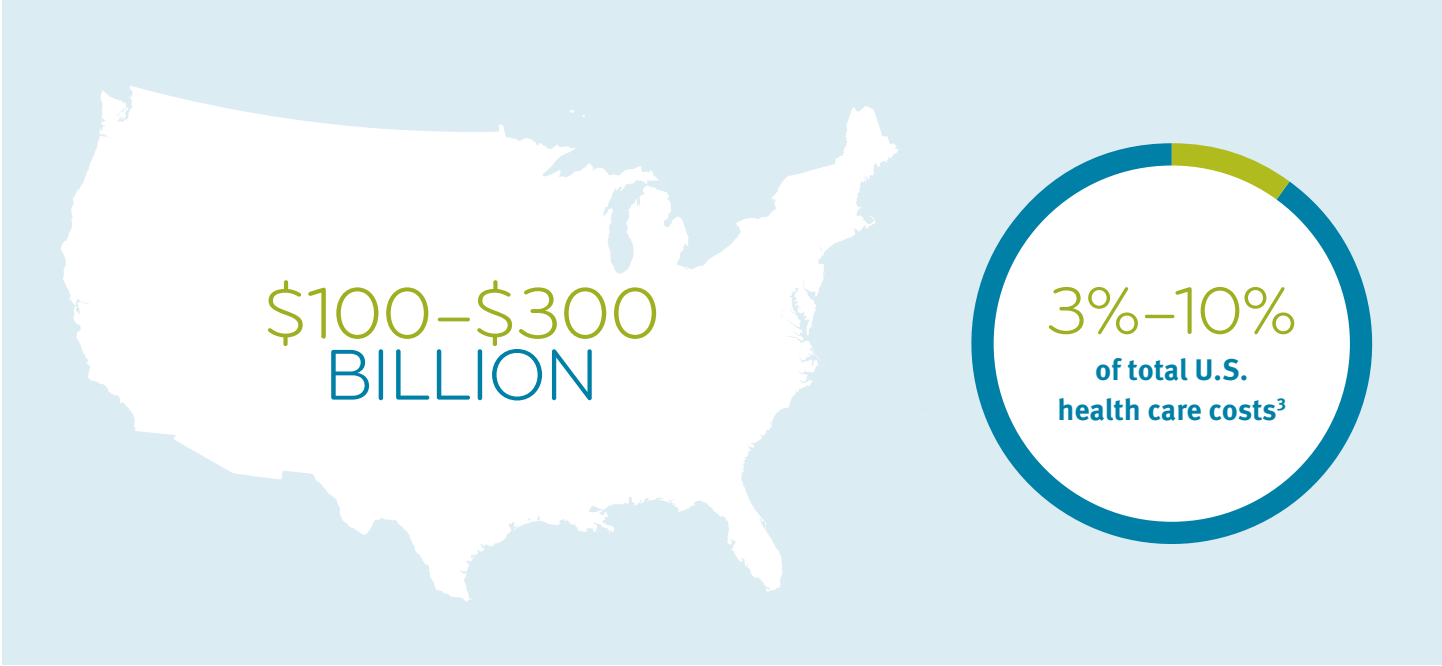
# THE IMPACT OF NON-ADHERENCE

Studies show that half of people with chronic conditions do not take their medication<sup>1</sup>

Estimated to cause:



Avoidable health care costs attributed to non-adherence annually<sup>3</sup>





**PRIME ADDRESSES  
NON-ADHERENCE FROM  
MANY ANGLES. PROGRAMS  
LIKE GUIDEDHEALTH®,  
QUALITY BASED NETWORKS  
AND SMART ADHERENCE  
ARE JUST A FEW THAT  
WERE DESIGNED TO HELP  
DRIVE ADHERENCE.**

### **Tackling non-adherence with innovative solutions**

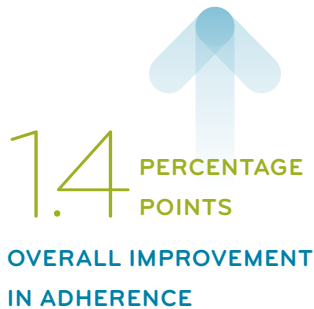
Prime invests in innovative solutions to address non-adherence through unique and multifaceted approaches. Some of these approaches include:

- Prior authorization auto-renewal on select maintenance medication
- Clinical messaging to prescribers via EMR (electronic medical records)
- Outreach to members, encouraging them to move from 30-day to 90-day supply of medication with our 90-day supply campaign
- Targeting non-adherent Medicare members with educational outreach using integrated touchpoints through our GuidedHealth® programs
- Providing data and reporting to monitor and manage patient’s medication adherence
- Quality Based Networks which provide incentives for pharmacies that demonstrate high levels of medication adherence
- Stars formulary, designed to lower member cost share on drugs impacting Medicare Star ratings for Medicare clients

Our dedicated team of experts partner directly with our Blue Plans to develop a specific, strategic approach for them to improve adherence and Star quality ratings.

With Prime's superior partnership model, we engage a full team of Medicare client engagement, clinical and financial experts as well as senior leadership to drive innovation in developing adherence solutions. We are focused on the unique needs of this highly regulated market to fully support our health plan clients.

“We create opportunities to partner together on strategies for putting the right products in the market to serve Medicare members.” — Mike Looney, SVP Government Programs



### Pilot project provides proof of concept

A recent pilot revealed how Blue and Prime can work stronger together to support Medicare members. Prime's dedicated quality team collaborated with two of its Blue Medicare plan clients to launch a pilot for a new, sixth formulary tier known as Star formulary. This new formulary was designed to help improve adherence by lowering Medicare member cost share on drugs impacting Star ratings. Within the first two weeks of this pilot, adherence showed significant improvement.

We found that Medicare members included in this pilot had overall adherence improve by 1.4 percentage points when compared to members not in the pilot program. The pilot also showed statistically significant adherence improvement by:

- 1.5 percentage points for cholesterol drugs
- 1.4 percentage points for high blood pressure
- 1.4 percentage points for diabetes\*

Prime's health outcomes team produced this study for the Blue Medicare plans. It was presented at the 2018 Pharmacy Quality Alliance (PQA) Annual Meeting.

\*not statistically significant due to small group size



### An approach that is more than just a business strategy

The level of collaboration between Blue Plans and Prime is really what helps set us apart from others in the market. In fact, the 2019 Star ratings show that Blue + Prime is performing well against the Medicare quality performance measures and creates industry-leading products for markets we serve. Not only that, but data shows that 89% of Prime's Medicare Part D members were satisfied with their most recent prescription fill.

To learn more about additional Medicare offerings, contact Cory Super today.

FOR MORE INFORMATION

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## REFERENCES

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- 4 "Multiple Chronic Conditions in the United States," by Christine Buttorff, Teague, Ruder, and Melissa Bauman. Rand Corporation. Santa Monica, California. © 2017 RAND Corporation. Accessed at <https://www.rand.org/pubs/tools/TL221.html>
- 5 Prime Internal data (2018 Medicare Part D Member Satisfaction report 1/19)
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