



# Trends in Pharmacy Benefit Management of Medication Adherence



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# Focused on Medication Adherence for Reduced Costs

*An aggressive refill reminder program increases medication compliance which has proven to decrease overall health care spend for employers.*

## REFILL REMINDER PROGRAM

### MAINTENANCE MEDICATIONS

Refill reminders can be delivered to members via email, through the mail or by telephonic outreach.



•EMAIL



•TELEPHONIC  
OUTREACH



•MAIL



•TEXT

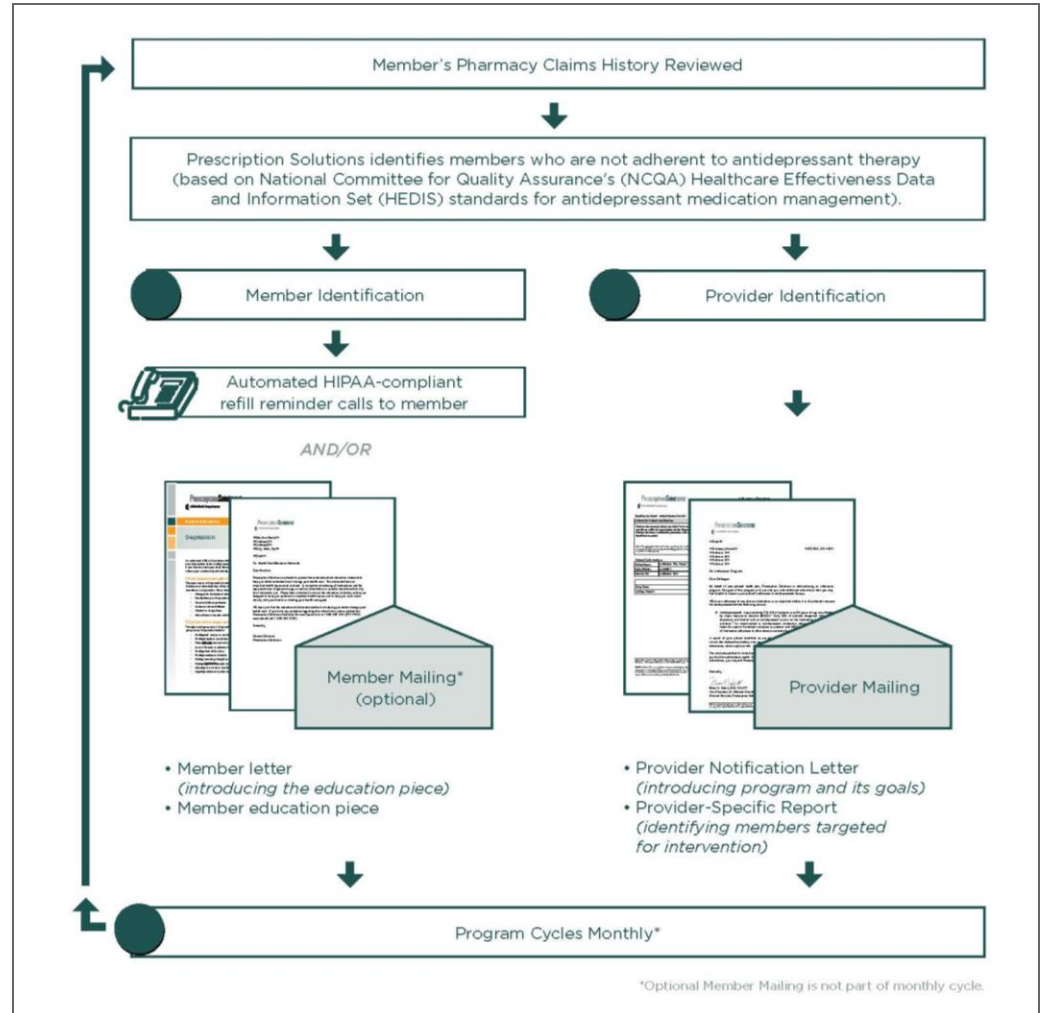
# Refill Reminder and Adherence Program Overview

## • Description

- Uses provider and member interventions to promote member adherence to medications according to established standards.

## • Objectives

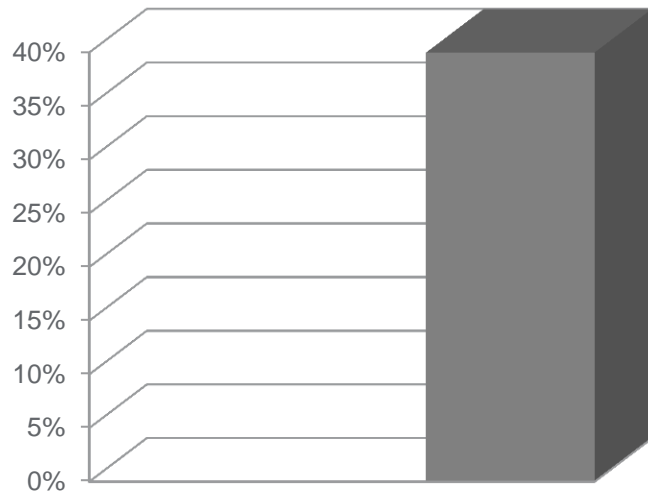
- To improve member adherence to medications
- To reduce overall health care costs
- To improve quality of care for members



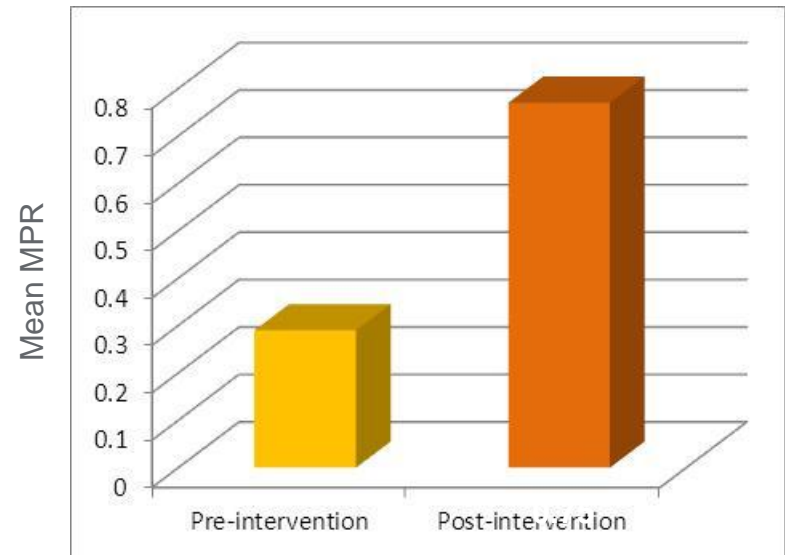
# Statin Refill Reminder and Adherence Program: Outcomes

*Positive adherence rate improvements, among the 40% who resolved*

Percent resolved after successful call



Statin Adherence



# Antidepressant Refill Reminder and Adherence Program Highlights

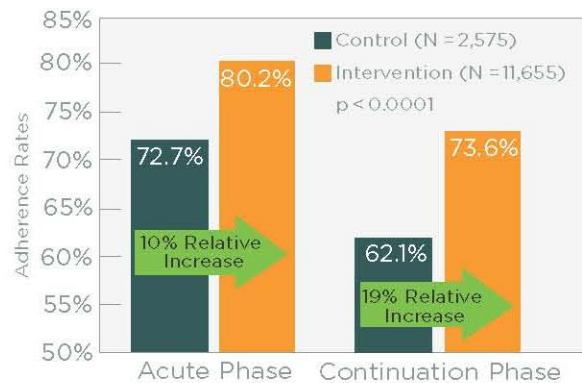
**Program Impact and Results:** When OptumRx implemented the Antidepressant Refill Reminder and Adherence Program in a health plan client, the following impacts and financial results were observed:

- Total estimated health care savings = \$39.99 PUMPM (\$479.88 per intervened member per year)\*
- Demonstrated improved rates of members adhering to and continuing antidepressant therapies in both the acute and continuation periods following program interventions (Figures 1 and 2)†

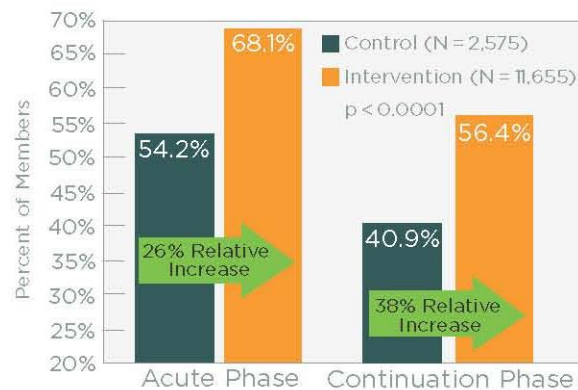
\* Total health care savings was calculated using data from a study previously conducted by OptumRx to evaluate the costs associated with non-adherence to antidepressants.

† Percentage of members continuing the antidepressant therapy was determined using the HEDIS criteria for antidepressant medication management.

**Figure 1: Member Adherence Rates**



**Figure 2: Percent of Members Continuing Therapy**



# My Medication Reminders

## Send text reminders to your mobile phone

- Medication refills, renewal, transferred or shipped.
- Set reminder to take medication, such as when, what time of day and how many times a day a certain medication should be taken

**My Medication Reminders™** [Print This Page](#)

Check the boxes next to the types of text message reminders you want to receive. When you are done, click UPDATE MEDICATION REMINDERS at the bottom of the page to confirm your text message preferences. To temporarily turn off text messages, click the OFF button below. Our system will remember your settings. You can always return to this page to change or clear your settings.

**Opting out of text messages:** To stop receiving text messages from us, click the CLEAR ALL button below or reply to our next text reminder by typing "stop".

Please allow up to 2 - 3 business days for your changes to take effect.

**Note:** Standard text message and data rates may apply.

[Learn more](#) about text messaging.

\*Required fields

**Text Message Reminders** ☒ ON ☐ OFF

\* **Mobile Number:** 612 870 9165 **Mobile Carrier:** ATT

\* **Time Zone:** US Central Time Zone

**General Reminders**

☐ Send me text message notifications for Refills


☐ Send me text message notifications for Renewals

☐ Send me text message notifications for Transfers

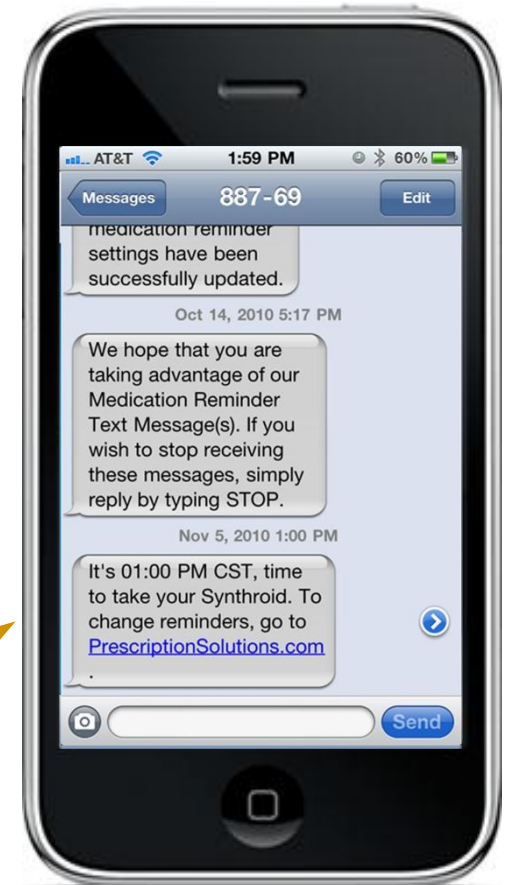
☐ Send me text message notifications for Order Shipped

☒ Send me a daily text message reminder to take my medication(s) at 01:00 PM

**Medication Dosage Reminders**

☐  **ACYCLOVIR CAP 200MG**

\* This medication is taken  times



**Supporting Members  
Medication Compliance**

# My Prescriptions

## Easy to refill and to remember to take medications

### View Medications for Refill

Select the medications to refill, add to cart and checkout.

Track and view the current status of each order

### Set Medication Reminders

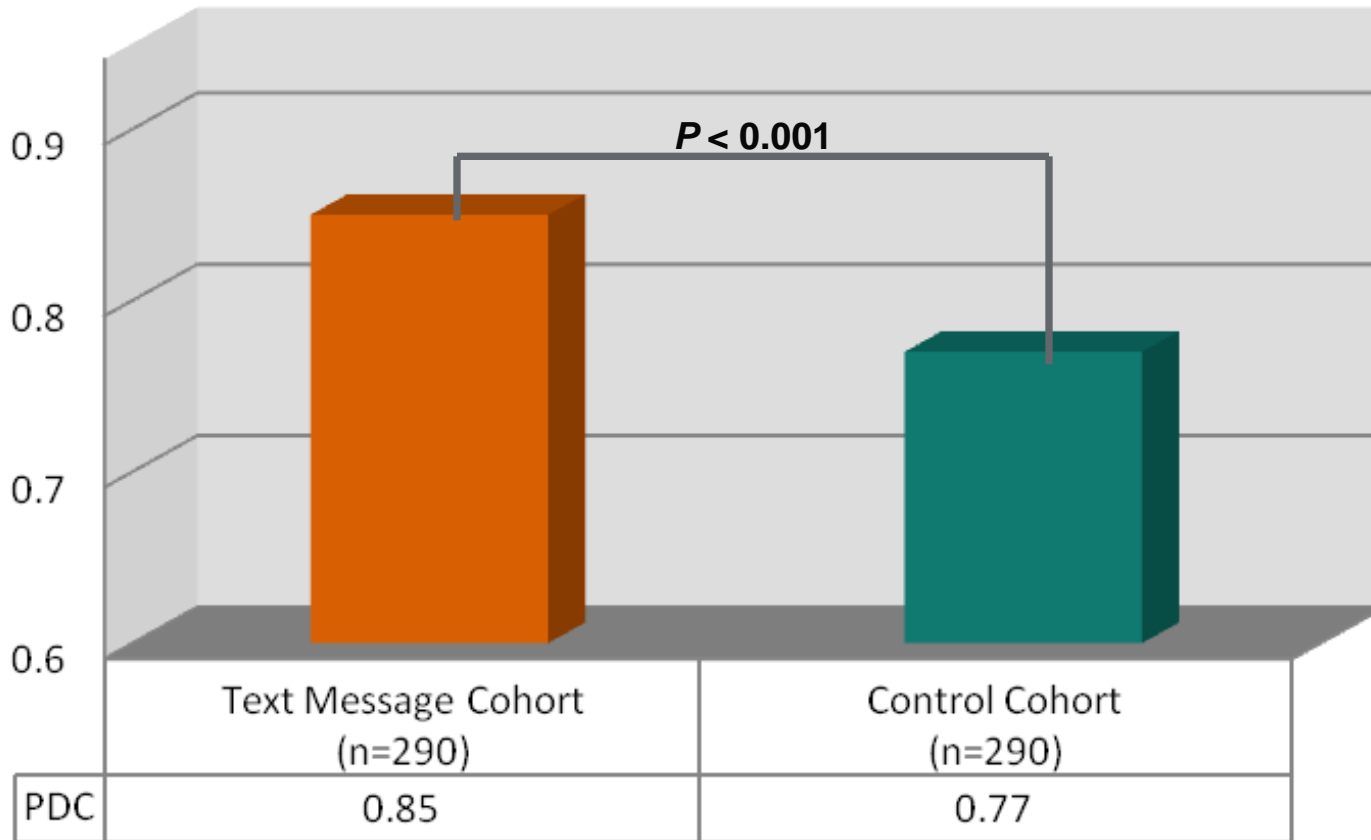
Medication refills, renewal, transferred or shipped.

Set dosage and what time of day and how many times a day a certain medication should be taken

Notification sent directly to mobile phone



# Results – Post-Index PDC: All Therapeutic Classes



Key:



Text Message Cohort

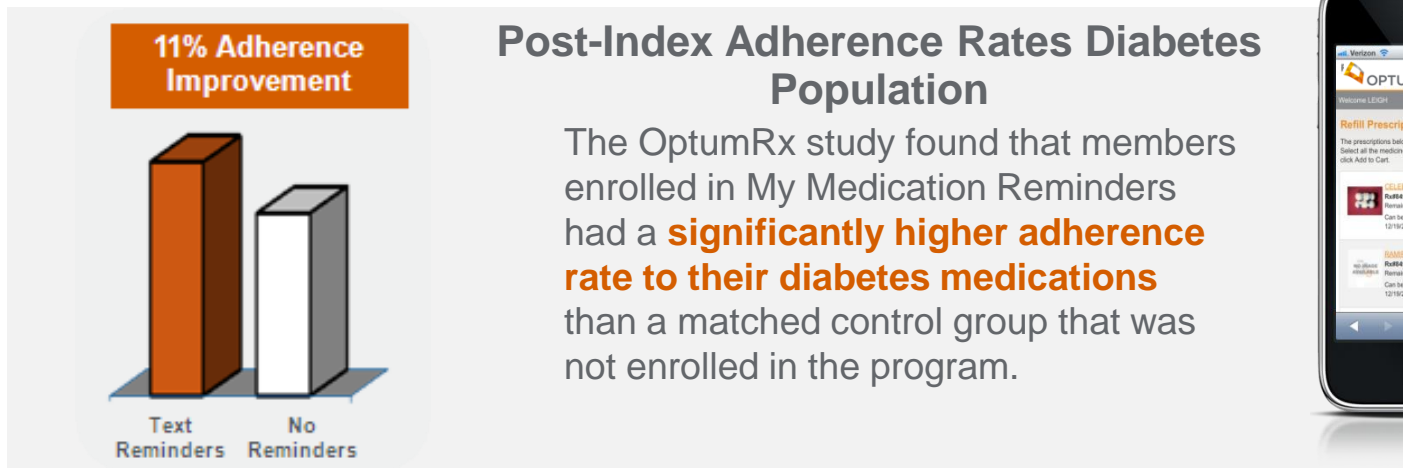
Control Cohort



# Outcomes Example

## Text Message Reminders

**Text message reminders** already help members improve their medication adherence, which can result in better health and cost savings.



**Increased adherence rates translated into** an estimated total healthcare savings of \$724 per year for members participating in the text messaging program compared with members not participating in the program.



**=**

**\$724,178**  
in total health care savings