

Medication Adherence: Everyone Wins with the Right Strategy



THE CHALLENGE OF MEDICATION NON-ADHERENCE

Non-adherence is a silent contributor to chronic disease progression and increased healthcare costs. Understanding the scale of non-adherence sets the stage for our innovative solutions.



Nearly 70% of Americans between 40–79 had at least one prescription in the past 30 days.



20 to 30% of new prescriptions are never filled.



Almost 90% of Americans over 65 are currently on a prescription.



Medications are not taken as prescribed 50% of the time.

THE IMPACT ON HEALTH AND HEALTHCARE

Beyond health, non-adherence significantly contributes to the economic burden on the healthcare system. Improved adherence strategies can lead to better health outcomes and substantial cost savings.



30-50%

of total emergency department spending in the United States are because of non-adherence.



25%

of all hospitalizations in the United States each year are due to non-adherence



\$300B

the estimated annual direct cost incurred by the U.S. healthcare system due to medication non-adherence.

WHY DO PATIENTS LAPSE ON MEDICATIONS?

Identifying barriers to adherence is the first step toward mitigating this public health crisis. Our medical adherence strategy considers the multifaceted reasons behind this issue:

- Unawareness of how to fill prescriptions
- Forgetting to refill
- Needing advice on side effects or general use
- Medication was discontinued
- Financial issues
- Lack of education on the importance of prescription adherence



OUR UNIQUE APPROACH TO MEDICATION ADHERENCE

The program connects with the healthcare member to discuss the renewal of their long-term medication as well as adherence to new prescription medicines. The consultant/agent's objective is to review the prescription adherence benefits with the healthcare member and discuss the various program options designed to help the member stay up-to-date on their critical medications.

- Proprietary management strategy targeting lapsed prescriptions
- Innovative outbound dialing technology
- Leveraging automated technology with the human touch
- Auto-renewal setup of prescriptions
- Mail-order prescription offer
- Warm hand-offs to qualified medical professionals when needed
- Blended inbound support for patient callbacks
- Bilingual support and HIPAA compliance



ACHIEVEMENTS OF OUR PROGRAM

Avantive Solutions' Workforce Management (WFM) team developed a calling strategy that targets the high-risk members who need assistance. The cadence of the dialing and lead management resulted in our ability to meet and exceed expectations along with delivering a positive customer experience.

- Over 840,000 prescription referrals in 12 months
- Contacted 14-16 members per hour
- Pharmacy transfer rates averaged 34% to 36% (exceeding client goal of 32%)
- Medication "grouping" eliminated multiple contacts, driving positive experiences and client cost reduction
- Average Handle Time (AHT) down to 135 seconds
- Contributed to Medicare STARS improvement



ENHANCING ADHERENCE THROUGH INNOVATION

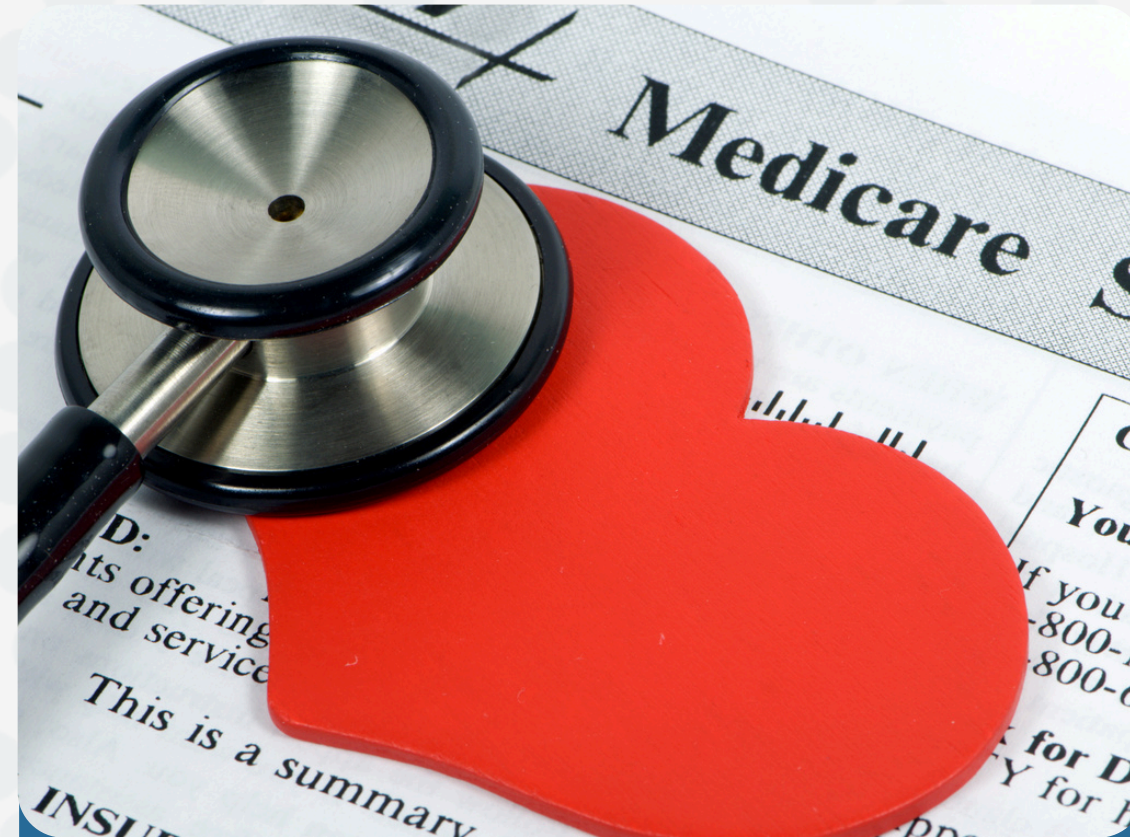
Our commitment to innovation and patient-centered care sets us apart in healthcare communication. Partnering with us means investing in a future where medication adherence is no longer a barrier to health.

- Phone reminder programs
- Advanced IVR for reminders and support routing
- Lead optimization and record management
- Auto-renewal, mail order, and pharmacy conference options for member comfort

NEXT STEP TOWARDS BETTER ADHERENCE



**HEALTHIER
MEMBERS**



**STARS RATING
INCREASE**



**REDUCTION IN
HEALTHCARE COSTS**

THANK YOU!

MIKE FERRARI, CHIEF CUSTOMER OFFICER



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