

# Maximizing Adherence

## Adherence to Drug Therapy

### How Poor Adherence Impacts You

Increasingly, clients are looking to their pharmacy benefit managers to manage not only pharmacy costs, but overall health care costs – 78 percent of which are driven by chronic conditions.<sup>1</sup> Adherence to appropriate medication therapy is among the least costly and most effective ways to manage costly chronic conditions.

A recent CVS Caremark study found through an analysis of heart failure patients that those with poor adherence had \$99,125 in annual medical expenses. The average heart failure patient in the study with optimal adherence had \$60,946 in annual medical expenses. The result: **optimal adherence saved almost \$40,000 per year.** The same study found that less than half of heart failure patients are optimally adherent to their drug therapy.<sup>2</sup>

### The Impact of Adherence

*“Increasing the effectiveness of adherence interventions may have a far greater impact on the health of the population than any improvement in specific medical treatments.”*

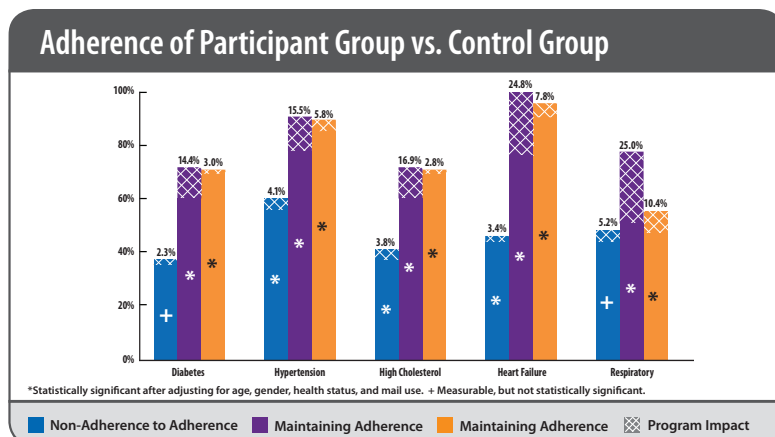
-World Health Organization

### CVS Caremark Engages Earlier and in More Ways

The expanded Adherence to Drug Therapy solution for 2010 recognizes your need to manage health care costs by managing chronic conditions. With expanded interventions across a broad spectrum of access points, the CVS Caremark Adherence to Drug Therapy solution is helping to increase adherence, improve health outcomes and manage health care costs.

CVS Caremark helps the non-adherent participant become adherent. With therapy drop-off outreach at mail and at retail, non-adherence is addressed wherever a plan participant chooses to interact. The blue bar in the graph below represents the improvement among non-adherent individuals. The solid portion represents the number of non-adherent participants who would become adherent with average outreach by an average client. The shaded portion represents the additional number who become adherent in our adherence program.

CVS Caremark has found it’s much more effective and powerful to prevent people from suffering a lapse in therapy to begin with, than it is to try to re-engage them once they have fallen off therapy. The purple bar in the graph shows the improvements that Adherence to Drug Therapy is making by being proactive –effectively keeping those individuals who are already on a therapy engaged in that therapy.



CVS Caremark Evaluation of Adherence to Care Impact

Continued

## Your Differentiated Adherence Solution

CVS Caremark continues to invest heavily in our PBM technology, staffing, training and outreach programs that better support adherence. Our expanded Adherence to Drug Therapy solution targets nine chronic disease states with leading adherence support:

- Proactive messaging, including refill reminders
- Educational materials, including new to therapy letters and extensive online resources
- Programs to address critical gaps in therapy
- Prescriber engagement by fax

CVS Caremark is also transforming the retail pharmacy experience with our Proactive Pharmacy Care™ model, expanding the clinical support at retail to match capabilities that have traditionally been offered only at mail:

- Proactive messaging, including refill reminders
- Face-to-face counseling, including
  - Proactive first-fill counseling
  - Consolidation counseling
  - Lapsed prescription counseling

## Achieving Best-in-Class Results

The CVS Caremark study found that less than half of heart failure patients maintain optimal adherence. Eighty-eight percent of heart failure patients in the Adherence to Drug Therapy program maintain optimal adherence.<sup>3</sup> The opportunity to improve adherence is clear.

## Start Today

You have an opportunity to help reduce health care costs and improve productivity in the workforce through increased adherence. In addition, adherence to life-saving medication therapies can help positively impact the lives of the people in your population and the lives of their families.

*To learn more about your opportunity to manage costs through adherence, please contact your CVS Caremark Account Team.*

### References

1 Centers for Disease Control and Prevention, 2003 data.

2 CVS Caremark Analytic Consulting, 2009.

3 CVS Caremark Analytic Consulting, 2009.