“Take as Directed” Keeping Patients Engaged to Achieve Improved Clinical Outcomes

June 18, 2014

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Better Pharmacy Care: Investing in Adherence Improves Outcomes

Medical and Productivity Savings (PMPY)

- Lipid Lowering
  - Net Savings: $2,710
- Diabetes
  - Net Savings: $5,227
- Hypertension
  - Net Savings: $5,247

Productivity Savings
Medical Savings
Additional Rx Spend

Annual Pharmacy Investment per Adherent Plan Member
- Lipid Lowering: $601
- Diabetes: $656
- Hypertension: $429

Sources:
Our Comprehensive Approach: Understanding Who to Target and Applying the Right Strategies

**WHO**

Who is at risk for non-adherence?

**WHAT**

What strategies will be most effective?

- **DAY**
- **REFILL SYNCHRONIZATION***
- **SPECTRUM OF REMINDER DEVICES**
- **DIGITAL TOOLS AND MOBILE APPS**
- **PERSONALIZED MEDICATION REVIEWS**
- **PATIENT-CENTRIC LABELING, BOTTLING AND DOSING**

*Currently being tested.

**HOW**

How best to communicate?
Leveraging Local Pharmacists, the Most Influential Advisors

PHARMACY ADVISOR®: BETTER MEDICATION MANAGEMENT FOR CHRONIC CONDITIONS

• Pharmacy Care
  – Targeted interventions: adherence events, gaps in therapy
  – Support integrated health management activities through member referrals and member-level reporting

• Member Access
  – Face-to-face counseling at 7,600+ CVS/pharmacy locations
  – Proactive outbound calls from a dedicated team of pharmacists for targeted members who use mail or other retail pharmacies

• Pharmacists’ Expertise
  – Pharmacists receive ongoing training on targeted conditions and motivational interviewing techniques
  – Insights gathered from 3M+ member interactions provide a uniquely effective member experience
2012 Results: Pharmacist Counseling Helps Improve Adherence

**PERCENT OF NON-ADHERENT MEMBERS WITH DIABETES WHO MOVED TO OPTIMAL ADHERENCE**

*Statistically significant. P-value < .0001.*

1. CVS Caremark Enterprise Analytics; Evaluating the Impact of Pharmacy Advisor on Adherence and Gaps in Care, 2013.

Pharmacy Advisor and control group populations are matched and include other adherence programs implemented by clients.
2012 Results: Pharmacist Counseling Helps Close Gaps in Therapy

PREVALENCE OF ACE/ARB GAPS AMONG MEMBERS WITH DIABETES

### FACE-TO-FACE* COUNSELING

- **DECEMBER 2011**: 7.5% FEWER
- **DECEMBER 2012**: 1.0

### PHONE-BASED* COUNSELING

- **DECEMBER 2011**: 4.3% FEWER
- **DECEMBER 2012**: 0.3% MORE

### CONTROL GROUP

- **DECEMBER 2011**: 0.3%
- **DECEMBER 2012**: 0.3%

*Statistically significant. Face-to-face counseling, P-value <.0001. Phone-based counseling P=0.0003.

1. CVS Caremark Enterprise Analytics; Evaluating the Impact of Pharmacy Advisor on Adherence and Gaps in Care, 2013.

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2013 Cardiovascular Results: Pharmacy Advisor® Achieves Better Adherence

**PERCENT OPTIMALLY ADHERENT IN THE POST-PERIOD** (ESTABLISHED USERS)
**BOTH GROUPS HAD SIMILAR BASELINE MPRS IN THE PRE-PERIOD**

**PHARMACY ADVISOR**

**CONTROL**

<table>
<thead>
<tr>
<th>Condition</th>
<th>Pharmacy Advisor</th>
<th>Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAD</td>
<td>76.6%</td>
<td>74.0%</td>
</tr>
<tr>
<td>CHF</td>
<td>68.2%</td>
<td>65.6%</td>
</tr>
<tr>
<td>Hypertension</td>
<td>86.5%</td>
<td>84.7%</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>80.1%</td>
<td>75.7%</td>
</tr>
</tbody>
</table>

*Statistically significant. P-value <.05.
**Members who are not new to therapy.
Source: CVS Caremark Enterprise Analytics; Evaluating the Impact of the Pharmacy Advisor Cardiovascular Program on Adherence, 2013.
Pharmacy Advisor® Shows Benefit of Ongoing Interventions

RETAIL INTERVENTIONS: ADHERENCE COUNSELING, ORAL ANTIDIABETIC

INTERVENTION GROUP
CONTROL GROUP

DAYS’ SUPPLY PER MONTH

PRE-INTERVENTION
ACTIVE INTERVENTION
POST-INTERVENTION

Synergistic interventions are effective, but patients revert to previous behavior when they’re turned off.

Source: Brennan, et. al. Health Affairs, January 2012.
HealthTag™: Using Data Integration to Deliver Timely, Relevant Messages

HEALTHTAG™ @CLIENT: LEVERAGE CVS CAREMARK’S CLINICAL TARGETING

identifies opportunities using:
- Real-time pharmacy claims
- High-impact clinical targeting

YOUR PLAN delivers opportunities to your members through:
- Physicians using EMR tools
- Case managers
- Disease management (DM) programs
- Call centers and websites

HEALTHTAG @CVS CAREMARK: LEVERAGE CVS CAREMARK’S UNIQUE CHANNELS

YOUR PLAN identifies opportunities using:
- Medical claim information
- Data from case managers, physicians and DM programs

CVS/caremark delivers opportunities to your members through:
- CVS/pharmacy
- MinuteClinic®
- Call center
- Caremark.com
- Outbound IVR
HealthTag™ @ CVS Caremark: 2013 Health Plan Case Study

**SITUATION**
- A large health plan (1.8M plan members) wanted to inform members that flu vaccinations were available as part of their benefit.
- The goal was to improve member health and reduce unnecessary health care costs due to flu complications by providing mid-flu season outreach.

**SOLUTION**
- Six-week campaign delivered flu shot messages face to face at CVS/pharmacy with health plan-branded label messaging.
- 61,493 members who hadn’t been vaccinated were targeted, 25,588 opportunities were delivered (~41%).
  - Members had to fill a prescription at CVS/pharmacy during the 6-week pilot period to receive message.

**RESULTS**
- Delivered opportunities resulted in an 8% increase in flu vaccinations among members who received a HealthTag message.
Research Shows that Adherence is a Complex Problem with Many Potential Barriers

- I have limited income. I can’t afford to refill every month.
- I didn’t expect a $50 copay!
- I didn’t refill my cholesterol medication because it didn’t make me feel better.
- I’m so busy caring for my mom that I sometimes forget to take my own pills.
- I had bad side effects with my medication, so I stopped taking it.
- I don’t know why I needed a new prescription.
- It’s hard to find a primary care doctor near me.
- Health care is really expensive where I live.
- I have multiple prescriptions at multiple pharmacies. It’s hard to manage them all.
- I don’t know why I needed a new prescription.
Applying the Right Strategies to Effectively Engage Members

CURRENT STRATEGY: MAKE LATE-TO-FILL CALLS ACROSS ENTIRE POPULATION

Adherence improvement: 1.2%1

1. CVS Caremark Enterprise Analytics, 2014.

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Applying the Right Strategies to Effectively Engage Members (cont.)

PREDICTIVE MODELING: APPLY DIFFERENT INTERVENTION STRATEGIES TO EACH ADHERENCE BAND AND SHIFT RESOURCES TO MEMBERS LIKELY TO RESPOND

1. Segment the population based on predictive modeling derived adherence bands
2. Apply the right intervention strategies in the bands with the greatest potential for impact

Adherence improvement: 3.0%\(^1\)

1. CVS Caremark Enterprise Analytics, 2014.
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CVS Caremark Continues our Evolution to Improve Plan Member Health

WHERE WE WERE: TRADITIONAL PBM

Supporting appropriate utilization with mail and clinical solutions
- Refill reminders
- Off-therapy letters
- 90-day fills
- Plan designs

WHERE WE ARE: INTEGRATED PHARMACY SERVICES PROVIDER

Improving member health through unmatched access
- Face-to-face counseling at CVS/pharmacy
- One-on-one counseling for members in all channels
- Mail pricing on 90-days fills at CVS/pharmacy

WHERE WE’RE GOING: PHARMACY INNOVATION COMPANY

National leader in improving member health
- Publishing adherence and behavioral research
- Testing new technologies
- Delivering value to clients and members with innovative solutions
Simplify Medication Management by Aligning Prescription Refills and Renewals*

**BENEFITS OF PRESCRIPTION MANAGEMENT**

- Adjusts prescription refill schedule to reduce the number of pharmacy visits or mail service shipments
- Once coordination is complete, member can pick up all refills in one pharmacy visit
- Physician can write renewal prescriptions in a single office visit

*Currently being tested.
Pilot Collaboration: Script Synchronization*

• CVS/caremark proposed a prescription synchronization pilot program to an employer client with 208K active lives

• The employer was a good candidate for the pilot:
  – Dedicated to improving members’ health and experience
  – Supports innovation
  – Offers HSA plan with straightforward coinsurance plan design
  – Stable HSA plan population
  – Mail pharmacy user contact information readily available

*Currently being tested.
Bringing Script Synchronization* to Life

PILOT PROGRAM COMPONENTS

• Focus on members with multiple prescriptions to help reduce complexity
• Proactive member and prescriber engagement to coordinate care
• Understand and quantify member interest in a synchronization service
• Test and learn how to best operationalize the process of synchronization
• Easy implementation to assist with adoption
• Measure the adherence impact of synchronization

*Currently being tested.
Testing the Impact of a Mobile App on Adherence

CVS/caremark is working with Mango Health, a leader in myHealth innovation

- Mango Health was chosen for its ease of use and high satisfaction rating among current users

Pilot offers rewards to members who engage with the Mango Health iPhone app and report daily medication adherence

- Members earn points that can be redeemed for gift cards or charity donations*

With the app, members can:

- Enter medication schedule to initiate reminders
- Record medication adherence activity to earn reward points
- Access educational material on specific drugs

*This pilot has been designed to exclude federal health care program beneficiaries.
Member Engagement: Testing Adoption & Effectiveness

**OBJECTIVE 1: TEST COMMUNICATION STRATEGY**

- Starts June 2014
- Evaluates effectiveness of communication channels based on number of app downloads
- Members will receive email or direct mail invitations
- Some test segments may receive an Amazon gift card to download in $5 or $10 value

**OBJECTIVE 2: TEST ENGAGEMENT STRATEGY**

- Starts August 2014
- Rollout dependent on outcome of Objective 1
- Evaluates effectiveness of app in engaging members
- Compares intervention group to control group to measure patient MPR, refill rates and duration of therapy
- Intervention group earns rewards; control group does not

**TO PARTICIPATE, MEMBERS MUST:**

- 18 to 65 years of age
- Take a maintenance medication for a common chronic condition
- Use an iPhone
- Not be enrolled in a federally subsidized health plan

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Member Interface

HOME SCREEN

REFILL REMINDER

ACTIVITY LOG

REWARDS
CVS Caremark is Focused on the Complex and Dynamic Challenge of Improving Adherence

- Investing in adherence cannot only improve outcomes, but also result in increased medical savings
- CVS Caremark is developing multiple solutions to address key adherence issues
- We look forward to sharing our new solutions and pilot programs with you next year