TAKING WHAT PATIENTS NEED AND MAKING IT WHAT THEY WANT: ADHERENCE SOLUTIONS FOR PHARMACY

Joe Moose, Moose Pharmacy

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SOMETHING TO THINK ABOUT…

“The next 30 days are going to pass whether you like it or not, so why not think about something you have always wanted to try and give it a shot for the next 30 days?”

Matt Cutts

HOW MUCH DOES IT COST TO IGNORE A PROBLEM?
HOW BIG IS THE PROBLEM?

Congressional Budget Office June 2009: Chapter 2, The Long Term Budget Outlook for Medicare, Medicaid and Total Health Care Spending, Figure 2–1
Available at http://www.cbo.gov/ftpdocs/102xx/doc10297/Chapter2.5.1.shtml

SOME BASIC MATH...

$55$ billion spent on missed prevention opportunities $= 1,000,000$
~$55,000$ pharmacies in the US

FINANCES OF ADHERENCE

L & S pharmacy had a 30 prescription increase/patient/year for chronic patients on their adherence program.

ADHERENCE COUNSELING WORKS

BMJ 2006 Sept 9;333(7567):522
WHERE DID I START?

- Talk to software vendor
- Write programs to help implement
- Market to physicians and home health agencies
- Pilot project on existing patients

PHARMACY BENEFITS

- Increased prescription volume
- Increased inventory turns
- Decreased total inventory
- More efficient workflow
- Spreads workflow out = happier employees
- Fewer partial fills
PHYSICIAN BENEFIT

- Reports provided to physician on patient compliance and medication use issues
- Physicians are only contacted once every 4–6 months for refill requests
- Medications are not unnecessarily changed due to non-compliance
- Patients achieve better outcomes so providers reach their reimbursement outcomes

PATIENT BENEFITS

- Conveniently packaged and labeled
- All meds are filled at the same time every month
- Reduces waste
- Medications are delivered if the patient requests
- Refills are handled by the pharmacy
FOOD FOR THOUGHT

- How do you currently identify adherence problems in your pharmacy?

EENIE MEENIE MINEY MOE…

- Medication Possession Ratio (MPR)
- Adherence Gap
- Fill history
- CMRs
- Referrals
- Chronic medication reports
- Merck Adherence Calculator
Adherence Impact Calculator: Making the Business Case

This calculator is designed to determine the changes in gross profit for a pharmacy after encouraging a higher medication adherence rate. Please input values in the boxes below then scroll down for analysis.

<table>
<thead>
<tr>
<th>Gross profit per prescription</th>
<th>In 2016, the average gross profit per prescription drug was $13.80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of different drugs prescribed per average patient for chronic conditions.</td>
<td>The average patient with a chronic condition consumes approximately 3 different chronic medications.</td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Number of days it takes the average non-adherent patient to refill a 30 day medication.</td>
<td>This number must be greater than 20. For many non-adherent patients it will take 40 to 45 days to refill a 30 day medication.</td>
</tr>
<tr>
<td>45</td>
<td></td>
</tr>
<tr>
<td>Number of existing patients recruited each business day to join an adherence program.</td>
<td>A very good goal is to identify 2 patients each business day that are on maintenance medications. The purpose of an adherence program is to have the pharmacist work with these identified patients to promote perfect adherence beginning on the day the patient is recruited into the program.</td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

The calculator assumes that the pharmacy is open 365 days a year, and recruits patients for an adherence program on each work day.

### Without an Adherence Program

Without an adherence program, each patient over the next 12 months consuming 3 different medications each represent under current adherence standards:

- A potential gross profit of $372.60 before tax

### After Implementing an Adherence Program

Hypothetically, if the pharmacist was able to work with existing patients to promote perfect adherence so that recruited patients refilled all their medications on a monthly basis, then each patient measured over a 12 month time frame represents:

- $538.20 in gross profit to the pharmacy before tax

Thus, each patient enrolled into an adherence program over a 12 months represents the potential for:

- $165.60 in additional gross profit before tax
Business Case
A brief business case based on the input values you provided above.
Assume that there are 750 patients each on an average of 3 different chronic medications. Without an adherence program, these patients over the next 12 months will bring in:

$271,998.00 in gross profit

If the pharmacy has an adherence program and is able to recruit 2 of these patient(s) each business day and once recruited the patients practice maximum adherence so that each patient refills all their chronic medications every month, then starting today, over the next 12 months these adherent patients will bring in:

$333,270.00 in gross profit

The increase in gross profit would be:

$61,272.00 greater than what would occur under current adherence practices

The long term increase in gross profit that would result in promoting maximum adherence for 2 patients each day would be:

$245,088.00 over 2 years
$1,831,800.00 over 5 years

Questions?
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TAKING WHAT PATIENTS NEED AND MAKING IT WHAT THEY WANT: ADHERENCE SOLUTIONS FOR PHARMACY

DISCLOSURE

- The speaker does have relevant financial relationships with commercial interest(s) or affiliations with one or more organizations that could be perceived as a real or apparent relevant financial relationship in the context of the planning or subject of this presentation.
  - *Merck & Company – Currently serve on the Speaker’s Bureau for Adult Immunizations*
TESTING YOUR ADHERENCE KNOWLEDGE

What is the percentage of patients who have decided not fill a prescription given to them by their doctor in the past year?

- 0–10%
- 11–20%
- 21–30%
- 31–40%
- 41–50%
- >50%

THE RESULTS SHOW…

- 19% of patients report not filling a prescription provided to them by their doctor in the last 12 months

Filled Rx Did Not Fill Rx

TESTING YOUR ADHERENCE KNOWLEDGE

What is the percentage of patients who stopped taking a medication without discussing with their doctor first?

- <10%
- <20%
- <30%
- <40%
- <50%
- <60%

THE RESULTS SHOW...

- 17% of patients reported that in the past 12 months they have stopped taking a medication without talking to the doctor first

What is the percentage of patients who have missed at least one dose of medication in the last 30 days?

- 0–25%
- 26–50%
- 51–75%
- 75–100%

The results show...

- 45% of patients report they have missed a dose of medication over the past 30 days

OVERVIEW OF ADHERENCE WORKFLOW

Patient Referral
- Obtain referral contact info.
- Obtain patient contact info.
- Obtain new prescriptions from doctor

Contact Patient
- Introduce program
- Obtain patient enrollment consent
- Schedule MTM Visit

Provide MTM Visit
- Review and reconcile medication list
- Discuss Pick up or Delivery
- Identify cost saving opportunities

Fill Process
- Develop schedule for taking medication
- Process/Package Medication
- Call patient on monthly basis

DEFINING STAFF ROLES

<table>
<thead>
<tr>
<th>Technician</th>
<th>Pharmacist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accept Patient Referrals</td>
<td>Conduct MTM Visit</td>
</tr>
<tr>
<td>Contact Patient for Enrollment</td>
<td>Contact Provider when appropriate to discuss medication issues</td>
</tr>
<tr>
<td>Schedule MTM appointment</td>
<td>Develop patient medication schedule (AM, Noon, PM, Bedtime)</td>
</tr>
<tr>
<td>Process Prescriptions</td>
<td>Counsel patient on medications</td>
</tr>
<tr>
<td>Bubble Packing</td>
<td>Intervene when non-adherence is identified</td>
</tr>
<tr>
<td>Billing and Paperwork</td>
<td></td>
</tr>
</tbody>
</table>
PATIENT REFERRAL

- Have a patient referral form readily available for staff

- Train all staff to accept adherence program referrals

- Contact provider to authorize new prescriptions with refills
  - Specify SIG
  - Write for #28 day supply*

* Many adherence packages will only accommodate medications for 28 days

SAMPLE PATIENT REFERRAL FORM
ADHERENCE PROGRAM COMPLICATIONS

- What if other physicians are involved in the care of the patient?

SAMPLE LETTER TO PROVIDER

Medication Management Adherence Program

Dear Dr. [Patient Name],

Moose Pharmacy is providing a medication adherence program to patients referred to us by their primary care physician. This program includes medication adherence, patient education, and pharmacy services. The goal is to improve patient outcomes through increased adherence, prescription cost reduction, medication management, and improved continuity of care.

Your patient, [Patient Name], has been referred to our medication management program. Please review the attached medication list and confirm the accuracy of the list by providing any necessary new prescriptions. We recommend providing 6 refills at this time, if appropriate, to reduce the number of refill requests to your office. Please also specify times to take each medication. We will inform you of any changes to improve this regimen.

Please also send any future prescriptions directly to our pharmacy. We appreciate your participation in our collaborative partnership to improve patient care.

Sincerely,
The Moose Pharmacy Team

[Patient Information]

[Address Information]

[Phone Numbers]

[Compounding Lab Location]
CONTACTING THE PATIENT

- Discuss highlights of your adherence program
  - Train your staff to “sell” the adherence program
- Verify patient wants to participate and obtain consent to enroll in the adherence programs
- Inform patient that prescriptions (if at another pharmacy) will be cancelled
- Set up Medication Therapy Management (MTM) Visit

KEEPING YOUR MESSAGE SIMPLE
EXPLAINING YOUR PROGRAM

• Develop a script for pharmacy staff to follow when talking with patients.

KEEPING YOUR MESSAGE SIMPLE
PROMOTE AS A PACKAGE DEAL

- Adherence Packaging
- Travel Pill Organizer
- Free Delivery

Travel Pill Organizer
http://www.corporatetravelsafety.com

ADHERENCE PROGRAM COMPLICATIONS

- Unable to reach a patient referred to you
  - Send a letter to patient’s address
  - Contact referral source to discuss alternative ways to reach patient
THE MTM VISIT

- Discuss prescription packaging options
  - Prescription Bottles vs. Bubble Packing

- Discuss method for receiving medications
  - Delivery versus pick up

- Method of Payment
  - This may depend on your company policies

COMMON MTM INTERVENTIONS

- Comprehensive Medication Review (CMR)
- Cost efficacy management
- Eliminate unnecessary medication
- Eliminate drug interactions
- Identify need for therapy
- Recommend labs
- Overuse
- Underuse
- Immunizations
### ADHERENCE PROGRAM COMPLICATIONS

- What if the medicine lists do not match?

<table>
<thead>
<tr>
<th>PCP</th>
<th>Pharmacy</th>
<th>Hospital Discharge</th>
</tr>
</thead>
</table>
| • Lisinopril/HCTZ  
• Metformin  
• Albuterol  
• Atorvastatin  
• Amlodipine  
• Aspirin  
• Calcium+D  
• Omeprazole | • Lisinopril/HCTZ  
• Metformin  
• Albuterol  
• Simvastatin  
• Omeprazole  
• Amlodipine (on hold) | • Lisinopril  
• Clopidogrel  
• Albuterol  
• Pravastatin  
• Pantoprazole  
• Amlodipine |

### NEED FOR MEDICATION RECONCILIATION

- Providers are often unaware of patient’s refill history
- Hospitals often discharge patients on medications based on hospital formulary
- Patients often have more than one provider involved in their care
FOLLOW UP WITH PROVIDER

Moores Pharmacists Medication Adherence Program

Monday, September 12, 2012

In U.S.

Thank you for returning your current Patient Choice (PCP) to the Moores Pharmacists Medication Adherence Program. Your participation in this program has been valuable.

During the month of June, each participant will complete a follow-up to discuss any issues that may have occurred during the past month. This information will be sent to the participating physician for follow-up.

Drug Name

Medication Dosage

Prescription

Frequency

Days of Use

FILL PROCESS
MONTHLY FOLLOW-UP

- Call patients on a monthly basis to discuss adherence
  - Determine if medications are being used properly
  - Additional face-to-face visits may be necessary
- Ask if any medications have been added or discontinued
- When contacting the doctor for new refills, send all prescription refill requests at the same time
KEY POINTS: ADHERENCE WORKFLOW

- Develop a workflow process that best suits your pharmacy setup.
- Identify patients already existing in your pharmacy and “pilot” the process.
- Prepare to make adjustments to the workflow process to address “complications.”

QUESTIONS

- Contact Information:
  - Ashley Branham
  - Moose Professional Pharmacy
  - ashley@moosepharmacy.com
  - T/F: 704-784-9613
WHAT DOES ADHERENCE HAVE TO DO WITH MARKETING?

Liz Tiefenthaler, President, Pharm Fresh Media, Waunakee, Wisconsin

ADHERENCE AS A PRODUCT OFFERING

- It has relevance to a person’s life
- It will help automate people’s decision making
- For those busy patients, it will innovate around helping them to operate faster
- We can deliver in a way best suited to the patient’s needs
- Adherence has the potential to deliver the ideal patient experience
- We can immediately evaluate whether or not an adherence program is working
“Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius – and a lot of courage – to move in the opposite direction.”

– Albert Einstein

✗ To be heard above all of the marketing messages, you need to be disruptive. Identify what the other brands are not doing. Are the chains able to offer a personalized adherence program?
5 KEY ACTIVITIES YOU MUST LEAD TO DRIVE GROWTH IN YOUR BRAND

- Discover your brand ideal in one of the fields of fundamental human value – impact
- Build your culture around this ideal
- Communicate your ideal to engage employees and customers
- Deliver a near-ideal customer experience
- Evaluate your progress and people against your ideal

From Jim Stengel
Grow: How Ideals Power Growth and Profit at the World’s Greatest Companies

How can we market adherence to targeted patient groups?
THE EXECUTIVE

- The busy professional, could be on as few as three prescriptions, who is looking for a way to operate faster.

THE MULTIPLE MEDS PATIENT

- This patient often makes 8 or more trips a month to the pharmacy to pick up prescriptions. Transportation is sometimes a challenge as well as time. Missing a pick up by a week impacts health. How can we simplify their life?
THE HIGH MAINTENANCE PATIENT

- Can you identify the patient who inevitably upsets the flow at your pharmacy? How can we help them automate their health needs?

THE CAREGIVER

- What are the challenges facing the caregiver? Can you help them simplify their life while delivering an ideal situation for their patient?
THE PRESCRIBER

- What benefits do you have to offer and what needs do you address for a busy prescriber through an adherence program?

MARKETING TACTICS

What are some marketing tactics for your current patients?
- In store signage and brochures, bag clippers, etc.
- Facebook page
- Website
- Your staff
- Personalized direct mail
MARKETING TACTICS

What are some marketing tactics to attract new patients to your adherence program?

- Print or television advertising
- Coupons or special offers
- Web site
- Viral marketing
- Direct mail
- Public relations
- Events

Remember your message is only about the relevance to your patient. What touch points are important to them? Communication should focus on the end user, not on the process.
BENEFITS

Benefits of having a marketing plan before beginning
- Employees will be more focused and efficient
- Resources are allocated more wisely
- Adherence will “sell” itself if it focuses on what drives your patient’s decision making
- Your marketing communications are more focused, more powerful, more cost efficient
- Your staff and your plan can be measured and incentivized by how well your patients accept your adherence package

IS IT WORKING?

How do we know if our marketing is working?
- Resist the temptation to measure at the end. Instead measure how many steps it takes to achieve your goal. What separates the winners from the losers is the discipline to execute according to strategy.
A summary of your adherence marketing principals

- Start with the end in sight and what it will take to reach that goal
- Know what triggers decision making in your favor. Maximize relevance.
- Make it easy to join – whether existing or new patients
- Know what is working so that you can do more of it
- Organize and integrate your entire staff for greater success. Decrease your odds of failure.
- Think big. You will create a self-fulfilling prophesy.

QUESTIONS