

Improving Medication & Therapy Adherence for Specialty Pharmacy

"The program with PatientBond shows promising results which enhance the patient experience and help improve patient care."

- AccordiaRX Medical Director



Background

AccordiaRX*, a leading specialty pharmacy, serves patients living with complex and chronic conditions, including arthritis and high cholesterol. AccordiaRX is part of the CentreMed Corporation, a payer managing millions of Medicaid Managed Care and Medicare Advantage lives across more than 20 states. AccordiaRX's patients benefit from a higher level of clinical support, customer service and educational resources to help them manage their conditions. AccordiaRX uses leading-edge technologies and targeted communication strategies to give patients the tools they need to be more informed of their drug therapies and better connected to their health care providers.

There are opportunities to better meet and exceed those expectations through enhanced communication and an overall focus on higher quality of care. AccordiaRX is working with PatientBond to employ various communication mediums, such as text/SMS and email, to communicate with patients. Use of these tools in a variety of care settings has the potential to create a better overall experience for patients.

Case Summary	PatientBond Solution
<p>Goals:</p> <ul style="list-style-type: none"> ✦ Improve medication possession ratio ✦ Improve on-therapy rate ✦ Lower discontinuation rate <p>Challenges and Pain Points:</p> <ul style="list-style-type: none"> ✦ Medication and therapy adherence ✦ Time-consuming and expensive outbound calls ✦ Pharmacy staff time to focus on important clinical priorities 	<ul style="list-style-type: none"> ✦ Use psychographic segmentation to personalize patient engagement according to patients' motivations and communication preferences ✦ Personalized messages [email and text/SMS] with embedded actions tracked on a dashboard to improve patient compliance while information on dose, side effects, refill timing and condition to enable rapid follow-up ✦ Monthly reminders for patients to contact AccordiaRX to schedule their medication refill ✦ Two-way texting to assess patient status

*Name changed because customer asked to remain anonymous

PROGRAM 1

Segmented Medication Adherence Workflows

Approximately 55 patients were segmented into 1 of 5 psychographic segments through a simple 12 question survey. The **psychographic segmentation** enabled AccordiaRX to engage with patients based on their healthcare motivations, personalities, and communication preferences. PatientBond then created a series of Medication Adherence Workflows with personalized messages and communication approaches for the following specialty medications:

- Humira
- Cystic Fibrosis Medications
- Repatha
- Fasenra
- Xeljanz

Each patient received between 6-10 psychographically personalized messages per month. (see figure 1)
Personalized email text/SMS messages with patient responses were tracked on a dashboard to improve patient compliance while information on dose, side effects, refill timing and condition were captured to enable rapid follow-up. (see figure 2)
The program continues to enroll more than 50 new patients each month.

Figure 1

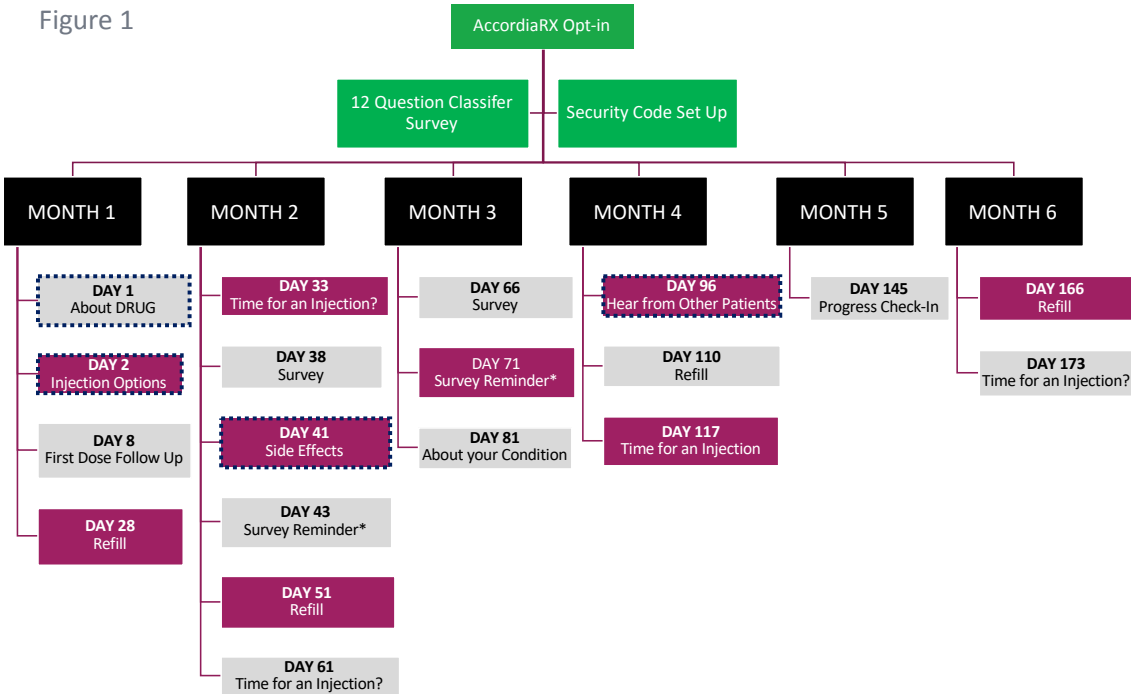
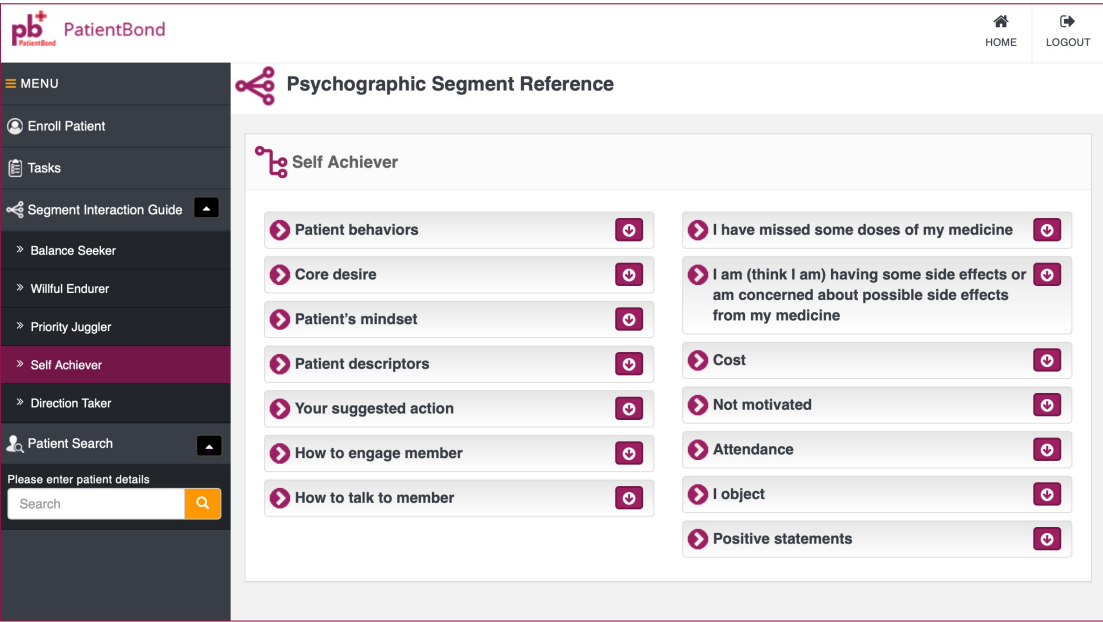


Figure 2



Results

Patients receiving psychographically personalized communications had an improved medication possession ratio and on therapy rate with a lower discontinuation rate versus the standard phone based, non-personalized approach. While AccordiaRX has not provided incremental revenue tied to the results, based on the price of the specialty RX medications (range \$70,000 - \$220,000/year) savings should easily exceed \$100,000 annually. Patients also report improved satisfaction with AccordiaRX as a result of these campaigns.



**7% increase in
on-therapy rate**



**4% increase
in medication
possession ratio**



**10% decrease in
discontinued rate**

PROGRAM 2

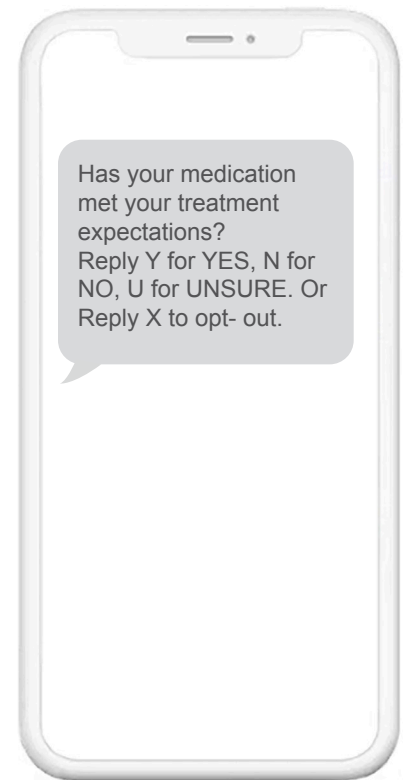
Text/SMS Refill Reminders for Specialty Prescriptions

In order to improve medication adherence and outcomes, PatientBond helped AccordiaRX deliver 17,000 messages monthly with the primary objective of reminding patients to contact AccordiaRX to schedule their medication refill.

PROGRAM 3

Two-way Texting to Access Patient Status

PatientBond helped AccordiaRX deliver approximately 950 messages monthly with the primary objective of assessing patient clinical status prior to start of the medication and periodically throughout the duration of therapy. Questions embedded in the text messages obtain information on 10 factors that impact patient clinical status including: side effects, treatment expectations; diagnosis updates; missed doses; and medication on hand.



Results

1. Improved internal operational efficiencies
2. Freed nursing and pharmacy staff from time consuming and expensive outbound calls to assess patients and check on refill status to focus on important clinical priorities
3. Email and Text/SMS opt out rate was reduced to below 2%



**Improved Internal
Operational
Efficiencies**



**Increased Nurse
and Staff Time for
Clinical Priorities**



**Reduced Opt-out
Rate below 2%**

Contact us at info@patientbond.com or call 312-445-8750 to schedule a demo or discuss how PatientBond can help your organization significantly improve specialty pharmacy medication adherence and operational efficiencies.