

Medication MANAGEMENT

SUPPORTING PLAN MEMBERS AND EMPLOYERS' BOTTOM LINES

ABOUT

Medication management is an innovative benefit program that supports plan members and employers' bottom lines.

As the costs for private drug plans grow, plan sponsors are looking to ensure that they get the best return on investment for the coverage they offer their plan members.

Treatments for chronic diseases and specialty medications can improve plan member health outcomes, but also have a significant impact on private drug plan budgets. Chronic health conditions can be complex and plan members may require support to manage their conditions and the medications they need. In particular, specialty medications require special handling, not only for distribution and dispensing but also to navigate coverage, manage side effects and ensure adherence.

This series will profile different programs and services that are available to plan sponsors to manage their drug spend and help plan members manage their condition and treatments.



HealthForward Inc.'s model is centered on managing specialty drug spend by focusing on two key components: Health Case Management and Preferred Pharmacy Network services.

Specialty drug management solutions

Introduction

High-cost specialty medications comprise the fastest growing pharmaceutical sector today and are projected to continue to be a significant cost driver in the future. While plan sponsors are looking for solutions to help manage costs in order to protect the sustainability of their plans, traditional cost containment options such as co-insurance, plan maximums or coverage restrictions may leave plan members unable to afford the treatment they require.

Programs like HealthForward use their specialty medication management

expertise to positively influence patient health outcomes and ensure sustainability of the drug plan. Health Case Management provides personalized coaching and support regarding the patient's condition and treatment, and the Preferred Pharmacy Network (PPN) provides consistent cost-effective and personalized pharmacy services to support complex treatment and encourage medication adherence. Together these services ensure patients access the treatments they need and that the plan sponsor's private drug plan investment is well managed.

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 HealthForward™
AmerisourceBergen

HealthForward: The leader in payer solutions for drug plan sustainability with exceptional patient satisfaction.

CIRCLE OF CARE

A patient-centred "circle of care" helps to reach attainable goals and outcomes, including:

1. Communication and co-ordination of information on behalf of the patient to his or her physician, nurse and /or pharmacist, details to include eligibility for coverage and reimbursement;
2. Enrollment in an manufacturer-sponsored support program for the duration of the patient's treatment;
3. Participation in HealthForward Inc.'s Preferred Pharmacy Network, which we believe is an instrumental component in Health Case Management and improved patient health outcomes;
4. Co-ordination of the patient's extended benefits plan provision and/or to public resources and support mechanisms such as Patient Advocacy Group services.

Three years ago, AmerisourceBergen launched HealthForward Inc. in Canada in 2012 to offer private payers and plan sponsors a solution to managing their drug spend for these expensive, but critical, specialty medications.

As a wholly owned subsidiary of AmerisourceBergen, an industry leader with extensive specialty medication experience in Canada and the U.S., HealthForward Inc. offers Plan Sponsors a mandate to offer specialty drug management solutions. Payers and Plan Sponsors have identified the rising cost of specialty medications as a challenge to maintaining current employee access levels to critical drug therapies and to providing prescription coverage for their plan members, while managing costs to their prescription drug benefits plans. Specifically, the model is centered on managing specialty drug spend by focusing on two key components: **Health Case Management** and **Preferred Pharmacy Network (PPN) services**.

Here's how:

Health Case Management

Offers a solution for plan sponsors in search of improved health outcomes for plan members and sustainability for their benefits plan. Health Case Management connects health case managers, plan members and their physicians to help identify cost and clinically effective treatment options and to provide ongoing support and monitoring to confirm that the treatment is achieving the appropriate health outcomes.

Such investment in the management of expensive, specialty drug or biologic therapies requires measurement and tracking mechanisms, including adherence monitoring and education, as key and integral components to any effectively managed drug plan program. In doing so, the program provides a personal touch and collaboration between patients,

physicians and health case managers to help achieve improved health outcomes.

Plan members receive one-on-one support through the assistance of a health case manager who provides guidance on medications and healthy living, and can also help alleviate some of the burden involved with patients experiencing a chronic illness. The support is based on building trust and establishing a rapport between the Health Case Manager and their patient to help encourage positive changes in behaviour through customized goal-oriented adherence plans aimed at motivating and engaging the patient.

Treatment plans are customized and may be complex, while medication management can help provide patient care, optimize health outcomes and improve quality of life. It also helps to empower patients in managing their health conditions, in partnership with their physician and Health Case Manager.

Simply put, Health Case Management creates a patient-centered "circle of care" to help identify realistic, actionable and attainable health care goals and outcomes.

Preferred Pharmacy Network (PPN)

Pharmacists play a significant role in managing patient care. The role of HealthForward is to build and manage a national Pharmacy Network consistently offering similar specialty medication services while also maintaining a consistent markup from the Plan Member perspective. In addition, the network is in place to improve the quality of life of for each patient, taking into consideration each patient's multiple chronic illnesses and co-morbidities.

The PPN provides an enhanced and consistent level of patient service with consistent standard operating procedures for these high-cost specialty drugs, along with enhanced education and training.

Ultimately, the PPN focuses on the patient's perceptions and understanding about his or her medications and medical condition, and works to improve adherence to his or her specialty and non-specialty medications.

A positive reception

Great-West Life was the first insurance provider to implement HealthForward Inc.'s innovative Health Case management and PPN for its clients in 2012, as an extension of its existing drug plan management solutions.

At the time, the move generated significant industry discussion as to whether such a program could contribute to more effective and efficient health care delivery, improved medication management and patient health outcomes.

To date, over 6000 plan members have gone through the program. So far the Program has established Great-West Life as the first and industry leader successful to implement Health Case Management and the data below suggests that patients are also embracing this support.

Results were encouraging when, in 2013 and 2014, Great-West Life conducted patient engagement and satisfaction surveys, capturing very positive feedback.

But perhaps most important is the education and support the patient receives at what is usually a stressful time in their lives.

The Evolution of HealthForward Inc.

HealthForward's inception in 2012 was innovative, and generated a national public discussion on the value of managed care in helping establish adherence strategies for plan members and patients. While other PPNs existed on a small-scale basis, none compared to the scale and sophistication of the HealthForward Inc. concept.

More recently, additional payer-pharmacy, payer-manufacturer, payer-stakeholder and other strategic relationships have evolved to establish new strategies for plan members or patients. While each initiative or program is different in the delivery of services, a common element is a focus on maximizing

patient health and creating sustainability for drug programs in the future.

Looking ahead

High-cost specialty medications comprise the fastest growing pharmaceutical sector today and are projected to be a significant cost driver in the future. That increase in use of high-cost specialty medications will continue to impact the way in which healthcare is delivered and may ultimately necessitate changes to the structure of private insurance programs to ensure optimal patient outcomes and drug plan sustainability. Health Case Management and Preferred Pharmacy Networks collectively bring a patient's health care team together to manage patient health holistically.

A focus on preventive medicine vs. reactive treatment or care will continue to be an important role in maintaining the sustainability of employer benefit costs. Lifestyle modification coupled with integrated patient disease management programs can help empower patients, reduce healthcare costs and improve patient quality of life. Unique patient health and characteristics will necessitate custom approaches to patient care, and technology will play an integral role in how payers communicate with plan members.

In summary, the past few years have seen significant changes in the management of private payer drug plans and the next few years will continue to drive rapid change for all stakeholders involved to ensure sustainable healthcare and affordable employer contributions to plan member health to ensure corporate financial health and well-being for years to come.

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Here is what some of the survey respondents had to say about their experience:

"I was at the bottom of a pit (depression and whatnot) now I'm at the top, it's changed my life. I'm back in control."

"Getting back to normal, going from my death bed to where I am now."

"I think it has helped me better get access to my medication and I can relax and live life."

"I'm gaining my life back."

Patient engagement and satisfaction surveys concluded:

88% had a clear understanding about the health case management program and the role of their health case manager

88% were "extremely satisfied" with the health case management team

82% were "very satisfied" with the interaction between their health case manager and physician

97% were "very satisfied" with their chosen preferred pharmacy