

Medication MANAGEMENT

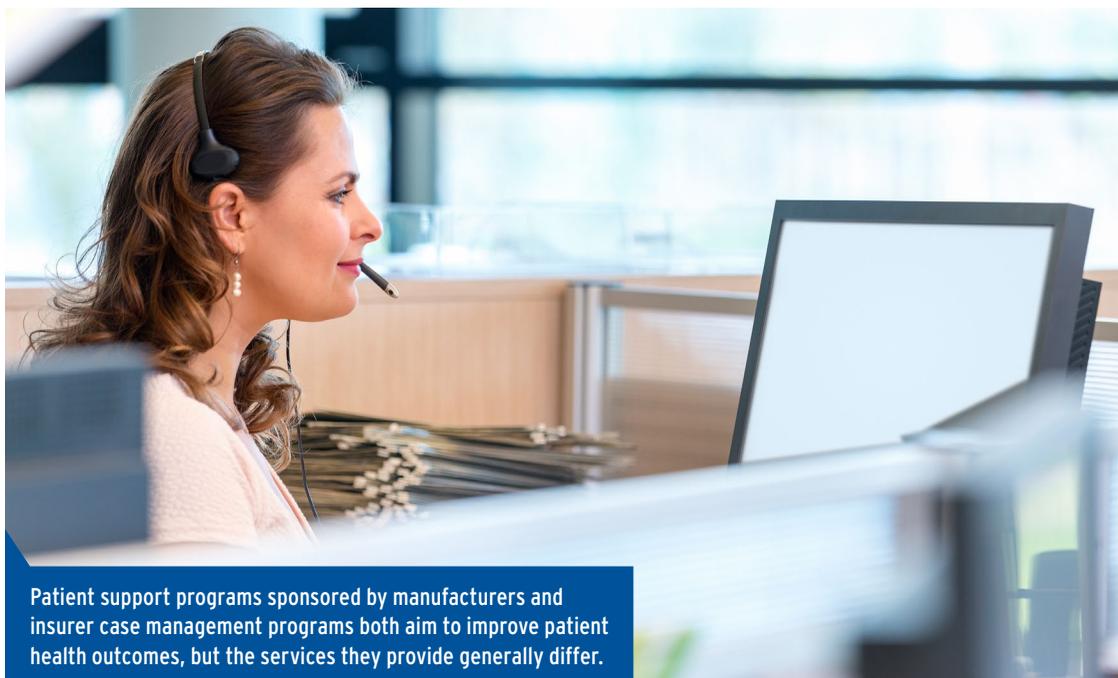
SUPPORTING PLAN MEMBERS' AND EMPLOYERS' BOTTOM LINES

ABOUT

Medication Management is an educational series that takes a closer look at maximizing plan sponsors' investment in drug benefits plans, which includes supporting plan members to be healthy while continuing to protect plan sponsors' bottom lines.

Specialty medications can significantly improve plan members' health, but may also have a large impact on private drug plan budgets. As more specialty medications become available for a wider variety of chronic conditions, the balance between appropriate access and appropriate coverage becomes more challenging. Through insurer case management and patient support programs, insurers and pharmaceutical manufacturers seek to maintain that balance while focusing on improving patient health outcomes.

This installment of *Medication Management* seeks to help readers understand the important benefits and differences between insurer case management and patient support programs, and how they can work together to provide more holistic support for plan members and their dependents.



Patient support programs sponsored by manufacturers and insurer case management programs both aim to improve patient health outcomes, but the services they provide generally differ.

Insurer Case Management and Patient Support Program Services in Canada

Insurer case management (ICM) programs and patient support programs (PSPs) both have a goal to provide services that will help maximize health outcomes for Canadian patients who are prescribed high-cost specialty medications. Manufacturer-funded PSPs provide reimbursement navigation, education, and medication administration and logistical

support to patients who are prescribed a specialty therapy. Insurer-funded programs aim to help patients adhere to their treatment plans, and to collect important information to assist insurers in making coverage decisions. There are benefits and differences between these two models, which are important for insurers and plan sponsors to understand.

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Shaping the Path to Optimal Care

ABOUT

Innomar Strategies

Innomar Strategies Inc., a subsidiary of AmerisourceBergen, is the leading Canadian service provider for specialty pharmaceutical products, administering more than 110 Patient Support Programs. Through its integrated model, Innomar partners with specialty pharmaceutical manufacturers to deliver innovative brand support, including strategic consulting, patient programs, nursing and clinical services, and specialty pharmacy and logistics.

Patient Support Programs

Manufacturer-funded PSPs were initially developed to provide reimbursement navigation support through the often complex public and private insurance systems, and to assist patients who may not be covered through their employer-sponsored benefits or government plans. The focus was to get patients on the prescribed drug and to have them successfully continue on that drug via adherence support. While reimbursement navigation, financial assistance (including bridging, compassionate, and co-payment), and adherence support remain the cornerstone of most PSPs, the services PSPs offer have evolved to better meet the needs of patients and caregivers. By helping patients to navigate through the healthcare system and by providing support to fill gaps in patients' disease management needs, PSP services help to optimize health outcomes and reduce the economic and health burden of complex chronic diseases.

Many high-cost specialty medications are administered via IV infusion or injection, but the costs of clinical services to administer these medications are not borne

by the Canadian healthcare system. Nor is patient self-injection training or the frequent touchpoints often required for patients to stay on their therapy, refill their prescriptions, manage side effects, and understand their disease and treatment plan. Although not all PSPs offer the same level of services, PSPs can provide convenient access to nurse infusion and injection services in private clinics or in patients' homes; easy access to nurse case managers who have deep knowledge of the PSP medication and the therapeutic area, and can provide patient education and wellness counselling, risk management and adherence support, and connection to local support services; and specialty pharmacy and logistics services.

PSPs can also support physicians by providing automated services to facilitate program enrolment and patient tracking, and field case managers who help to relieve the administrative burden of the reimbursement process, including co-ordination of testing and appointments.

As insurers increasingly look to manufacturers to provide real-world evidence, PSPs are also an excellent source of healthcare-generated data, which can provide important insights. Data from PSPs can be used to assess treatment patterns and health and economic outcomes through a variety of patient-reported outcome studies, including quality of life, product effectiveness, treatment adherence, safety, and indirect costs such as productivity loss and out-of-pocket costs.

In the near future, PSPs will focus on adding increased value, efficiencies, and cost-effectiveness to all stakeholders by integrating digital technology, connection

Patient support programs can include the following:

- Reimbursement navigation
- Financial assistance
- Clinic and nursing support (including infusion and injection administration/training)
- Disease, drug, treatment plan, and wellness education
- Adherence and side effect management support
- Links to local advocacy groups and services
- Specialty pharmacy and logistics services
- Generation of real-world evidence

to healthcare systems such as electronic medical/health records (EMR/EHR), and health outcomes data.

Insurer Case Management Programs

Introduced more recently, Canadian ICM programs have been designed by insurers to monitor and manage plan member treatment plans to achieve better and more cost-effective health outcomes across the course of a member's disease treatment journey. Based on a disease management model, ICM programs provide case management support for plan members or their dependents who are being treated for chronic diseases with high-cost medications. These programs are not drug specific; rather, they focus on the entire disease and well-being of the plan member.

ICM programs provide a single point of contact to each plan member to ensure they are taking the right drug, they understand their treatment plan and expected results, and they adhere to their treatment. If the plan member is not benefiting from the medication over the course of monitoring, the assigned case manager will work in collaboration with the insurer and the physician to understand

the treatment options available to ensure the patient is on the medication that provides the best outcome. If changes to a medication are required due to suboptimal outcomes, the case manager can help facilitate the reimbursement process with the physician and the insurer to minimize gaps in treatment, and will continue to support the patient on the alternative medication.

Case managers become a trusted partner in the plan member's circle of care and will work in conjunction with the member's physician, family, pharmacy, benefits provider, and manufacturer-sponsored PSP to provide personalized support, education, and access to resources, as required. They also help the plan member to understand any benefits or programs available to them under their benefits plan, and reinforce support available to them through their PSP.

Objective health outcomes data can also be collected through an ICM program, enabling ongoing program evaluation and decision-making. Positive health outcomes have been measured in a Canadian ICM program, including improvements in quality of life, disease activity, and especially disease remission. These outcomes were directly related to potential workplace benefits, including decreased work disability, increased work productivity, reduced absenteeism, and reduced presenteeism.¹

Working Together

PSPs sponsored by manufacturers and ICM programs developed and supported by insurers both aim to improve patient health outcomes, but the services they provide generally differ. Effective communication between these programs for each patient/plan member at the outset is paramount to ensure understanding of roles and services provided, collaboration, and a consistent patient message. The complementary relationship of these two models is important as they work together to provide holistic support for plan members and their dependents.

ABOUT

HealthForward

HealthForward, a part of AmerisourceBergen, is committed to placing patients first, delivering high-quality service, and investing in technology to deliver exceptional solutions to patients, payers, and plan sponsors. HealthForward provides nurse-led medication management services to private payers to improve their plan members' experience and health outcomes, in addition to controlling specialty drug costs through their pharmacy network.

Insurer case management services can include the following:

- Monitoring and management of plan member treatment plan
- Disease, drug, treatment plan, and wellness education
- Adherence and side effect management support
- Links to local advocacy groups and services
- Collection of health outcomes data

REFERENCES

1. B. Yap et al. Improved Health Outcomes in Patients Receiving Health Case Management (HCM). Poster presented at CADTH Symposium 2017. Ottawa, April 23-25, 2017. Accessed at: <https://www.healthforward.ca/insights>