

Using RxAnte Helps UPMC Health Plan Improve Medical Adherence, Star Ratings

As part of the top-ranked UPMC health system, UPMC Health Plan takes a comprehensive approach to Star Ratings. That approach includes integrating clinical data from the health system with claims data from the insurance side of the business. By doing this, the organization takes a broad-based approach to improving patient care and health outcomes. For example, UPMC uses its clinical pharmacy initiatives to steer members to participate in care and/or disease management programs.

However, this wealth of information and data was creating roadblocks when it came to adherence outreach—not because information wasn't available, but because gathering it took time. The health plan was reliant on devising its own lists of members, manually identifying patients who needed to refill their prescriptions and had low proportion of days covered (PDC) rates.

Because of this time-consuming process, the Health Plan was missing opportunities.

Improving Medication Adherence and Star Ratings

Realizing these missed opportunities, the Health Plan turned to RxAnte and its predictive analytics targeting strategy. Using RxAnte, the Health Plan could quickly identify the appropriate patients and target them with calls made by UPMC pharmacists, a distinctive and historically effective approach to encourage medication adherence.

In its first year, even with limited resources devoted to the program, the change in logic increased the Health Plan's medication adherence rate by 1 to 2 percentage points for the Star Ratings year.

Addressing Additional Challenges

Because of the successes realized from its predictive analytics targeting strategy, the Health Plan tasked RxAnte with solving another challenge – deployment timing. Previously, the Health Plan would analyze all patient data on its own, but that was only telling part of the story. While many members appeared to be adherent during the first part of the year, the health plan couldn't identify which members were at risk of dropping off at the end of the year.

Using RxAnte's predictive analytics, the months of May, June, and July were identified as the best times to intervene. As a result, the Health Plan could then revise its strategy and plan accordingly for future outreach.

Expanding Use Cases

Since first working with RxAnte in 2013, UPMC Health Plan has seen adherence rates climb as high as 86 percent in certain instances. As a result, other intervention programs have been added, including automated refill reminders, late-to-fill interactive voice response systems, and calls from pharmacy technicians and representatives, which have the benefit of real-time, live outreach without the expense and capacity limitations of utilizing pharmacists.

With RxAnte, UPMC Health Plan not only has a better understanding of its data, but also how to best serve its members.





Company Focus: **Predictive Analytics, Medication Adherence, and Clinical Services**

Headquarters: **Portland, ME**

Year Founded: **2011**

rxante.com

As spending on prescription medications in the US grows beyond \$320B annually, the healthcare industry continues to seek ways to improve the performance of medications while managing their costs. Founded with the mission to improve the way medicines are prescribed, taken, and paid for, RxAnte enables health plans, care providers, and pharma to drive clinical quality, reduce drug-related medical spending, and maximize the value of medicines through comprehensive, analytics-powered solutions.

The first company to introduce predictive analytics-powered medication adherence solutions, RxAnte delivers clients tools that can be configured based on enterprise goals of improving quality (such as CMS Star Ratings and HEDIS scores), reducing drug-related medical costs, or both. When paired with RxAnte's direct-to-member engagement capabilities or used to enable consensus in value-based drug contracting, organizations can uncover the previously unrealized value of medicines.

Medication Performance Improvement Solutions Available from RxAnte:

RxEffect®

Use RxEffect, a comprehensive, web-based workflow solution, to enable providers and care managers to deliver timely, informed, and effective interventions to health plan members. Identify adherence improvement opportunities across several therapy areas such as diabetes, RASAs, statins, and more to support drug therapy and care management goals.

Quality Improvement

Drive quality in CMS Stars, HEDIS, and custom measures with analytics that are more than 90 percent accurate in identifying members that are at-risk for drug therapy problems. Use these insights to effectively allocate intervention resources to maximize member health and program effectiveness, including our own pharmacist-staffed live call center that can be supported by timely automated refill reminders.

Medical Cost Savings

Reduce total cost of care through smarter, prospective targeting of plan members at risk of non-adherence to medication. Allocate the appropriate blend of resources to reach the right members by prioritizing based on risk, urgency, and receptivity to intervention—and help drive cost savings as a result.

Drug Value

Leverage the transparency of the RxAnte analytics platform to measure drug performance and enable value-based purchasing contracts.