

Retail-to-Mail Pharmacy Outreach Achieves 106% of Enrollment Goal

THE BIG PICTURE

- Successful enrollment in 90-day mail-order fulfillment begins with targeted, data-driven education.
- Reaching the Medicare population requires a deep understanding of both audience needs and regulatory complexities behavior.

A Medicare Part D prescription drug plan needed to educate its members on the importance of medication adherence—with an ultimate goal of enrollment in the plan's mail-order pharmacy program.

Medications—especially maintenance drugs for managing chronic conditions such as diabetes, high blood pressure and elevated blood cholesterol—need to be taken consistently to ensure efficacy. However, two-thirds of Americans do not take their medications as prescribed—including the Medicare population.

Many factors contribute to nonadherence among this population, including cost, low health literacy, memory decline and lack of transportation.

To reduce compliance obstacles, lower costs and improve clinical outcomes, the prescription drug plan teamed with Carenet Health to educate its Medicare members on the

benefits of medication adherence and 90-day prescription fulfillment via a convenient, set-it-and-forget-it mail-order service. Enrolling members into the plan's mail-order service would save them time, worry and money and could improve adherence by providing convenient delivery of a less expensive 90-day supply.

The plan also tasked Carenet with carefully motivating members to enroll in the program, while staying compliant with stringent Medicare guidelines.

Using data to refine

The plan and Carenet began by using data to fine-tune the initiative's target audience to a segment of the population with the highest opportunity for success. The effort would focus on members with at least one prescription who would experience significant cost-savings over 90 days once they switched from obtaining their monthly prescription via their local pharmacy to receiving a 90-day supply via mail.

Developing the strategy

With more than 30 years of experience with the Medicare market and engagement best practices from inside and outside of healthcare, Carenet knew it would take a hyper-personalized, highly relevant approach to gain the trust and attention of the target population.

That's why the strategy design included leveraging a specially trained and skilled engagement team and empowering that team



with integrated data and sophisticated customer relationship management (CRM) technology. All are critical elements in Carenet Health's proprietary Intelligent Engagement™ model of healthcare consumer engagement.

Getting to work

Caretnet's engagement specialists made multiple attempts to contact the targeted members at different times of the day and evening. If voicemail was reached, a message was left with a toll-free number, so members could return the call. Follow-up on each voicemail was also mandatory.

Tracking performance and transparency

Continuous monitoring and near real-time performance dashboards meant engagement teams and the plan knew exactly how the initiative was progressing, and ensured that calls were well aligned to the audience—always educational, personable, kind and a model of patience.

Making the most of each connection

In addition, the engagement specialists used advanced listening techniques and continually coached communication skills to optimize every interaction, including:

- Outlining the benefits of medication adherence
- Sharing effective strategies for remaining adherent
- Educating on the cost-savings and convenience factors of receiving a 90-day supply via mail
- Providing a toll-free number for enrollment in the plan's mail pharmacy
- Capturing current primary care physician and other information to update the plan's records

Staying compliant with driving independent action

Due to the Centers for Medicare & Medicaid Services (CMS) guidelines, Carenet's engagement specialists were not allowed to convert members to mail delivery on the initial education call. Therefore, it was imperative that members fully understood the benefits and ease of switching, and that the information conveyed was truly motivational. That way, members were compelled to take action and independently call Carenet's mail-order enrollment team.

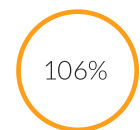
The enrollment team also executed a multi-step process to obtain prescribing physician authorization for each member who enrolled in the service. This was not only necessary to meet CMS requirements, but also helped ensure mail-order fulfillment. And when needed, numerous attempts were made to secure physician approval, and authorization obstacles were resolved.

Making an impact on medication adherence

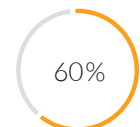
By combining its deep understanding of Medicare market complexities with its expertise in influencing consumer behavior, Carenet met 106% of the client's member enrollment goal.

The engagement team successfully interacted with nearly 60% of the targeted members and educated them on the benefits of medication adherence and mail-order prescriptions.

As a result of Carenet's outreach, thousands of prescriptions were converted to mail-order service over three months, generating substantial savings for both the plan and its members.



106%
of program
enrollment goal
achieved



60%
targeted
population
engagement rate

ABOUT US

Caretnet Health is a leading provider of healthcare engagement services, clinical support and 24/7 access to medical care. Our engagement specialists, care coordinators and registered nurses support more than 65 million healthcare consumers on behalf of 250+ of the nation's premier health plans, providers, health systems and Fortune 500 organizations. Our mission is to drive market-leading consumer engagement outcomes through our proprietary Intelligent Engagement model—an approach made up of 22 finely tuned elements that strategically align for exceptional results.

HOW CAN WE HELP YOUR ORGANIZATION?

Email us today at marketing@carenethealthcare.com, call 800.809.7000, or learn more at carenethealthcare.com.