Evaluating the Relationship Between Increased Patient Engagement and Adherence to Specialty Medications
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Methods cont.

Statistical analysis

• Adherence was measured using PDC.
  - PDC calculates the available dose of a dispensed medication from pharmacy claims data across the measurement period for each individual patient and then calculates continuous adherence. If a medication fill date overlapped with a previous fill, the start date of the new fill was pushed back until it was at least 90 days before the previous fill date.
  - Discontinuation was assumed if 100 days without a fill, that end date would be used if it was less than the measurement period.
• Patients were categorized based on achievement of target adherence, defined as PDC ≥ 85%.

Results

Interactions to Impact Patient Management Program:

- Overall, continuous telephonic conversations with a registered nurse or pharmacist for the first 6 months of therapy.
- Clinicians were trained via the Motivational Interviewing Network of Trainers (MINT), a standardized method of teaching motivational interviewing techniques.
- The initial clinical conversation focuses on providing the patient with drug-related counseling regarding disease and disease state education.
- Follow-up conversations address possible side effects, effectiveness of therapy, and other adherence barriers.
- After the first 6 months, patients receive a follow-up call every 4–6 months based on disease state and risk status.
- In addition to patient conversations, clinical interventions are made to prescribe when appropriate.
- In order to evaluate and optimize the effectiveness of the patient management program, quality assurance measures included:
  - Continuous call monitoring which evaluates calls for regulatory compliance, professionalism, exceptional customer service, clinical accuracy, and engaging patients in shared decision-making.
  - Monthly tracking of operational aspects of the program, including number of calls placed, number of clinical assessments completed, and calls with deficient calls.
- Quarterly analysis of patient engagement and tracking of engagement rates over time.
- Quarterly analysis of patient adherence using proportion of days covered (PDC) and tracking of adherence trends over time.

Discussion

- A total of 12,873 patients met the inclusion criteria from baseline through the measurement period.
- Compared to baseline, program enhancements were associated with increased patient engagement and overall improvement in medication adherence.
  - These improvements were observed in 5 out of 6 eligible categories over the same measurement period.
- As patient management program engagement increased, the proportion of patients who achieved a target PDC ≥ 85% grew by 7.3%.
- The patient management program may have impacted adherence due to the improved variety of communication options that were previously unavailable and now offered to patients to personalize the care journey.
- Through these contacts, the patient management program may have impacted adherence by increasing patient knowledge and confidence surrounding specialty medications and chronic conditions.

Conclusion

- Strategic changes and enhancements made on a patient management program offered at a specialty pharmacy were associated with increased patient engagement.
- The increased patient participation was associated with improved adherence to specialty medications, as well as a 10% greater likelihood to achieve target PDC.
- The results may correlate to other chronic conditions not included in this comparison and provide an opportunity to improve adherence to specialty medications in these categories as well.
- Longer follow-up periods may provide further insights on the true impact of improved patient engagement on improved adherence and medical outcomes.

Disclosures

This manuscript was prepared by Magellan Rx Management, a company providing pharmacy benefits management services.