

# Medication Adherence Messaging Solution

## Cost of Medication Nonadherence

The cost of medication nonadherence in North America is estimated at approximately \$100 billion (Chisholm-Burnset et al., 2012) to \$290 billion annually (Rosebaum et al., 2013).

## Causes of Medication Nonadherence

The key driver of medication nonadherence is forgetfulness (69%), followed by cost (16%) and clinical concerns (15%) (Express Scripts).

## Benefit of Direct Messaging

Research has recognized the benefit of text messaging as an intervention to reduce forgetfulness and improve medication adherence. A recently published meta-analysis study concluded that a variety of text messaging programs (across 16 randomized clinical trials with a combined sample of 2,742 patients) led to an absolute increase of 17.8% in adherence for patients with chronic conditions (Thakkar et al., 2016).

## How It Works

CWS offers an easy-to-administer personalized direct messaging solution to manage and improve medication adherence for your group. Using an automated three step process, we send real-time targeted text messages to patients that are late filling medications used to manage chronic conditions.

### 1. Receive Prescription Claims Feed



### 2. Identify Non-Compliant Members



### 3. Message Non-Compliant Members



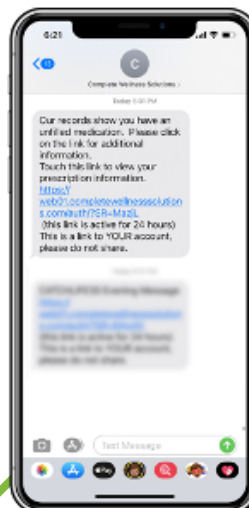
< 24 hours

## Key Features

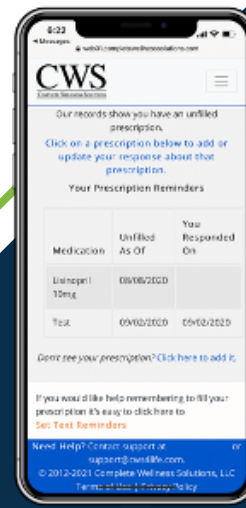
Entire process in just a few clicks!

- Secure link takes users to mobile friendly portal with personalized information regarding their late medication
  - Can match look and feel of existing member portals
  - Single sign on
- Patients can select a personalized response regarding their late medication, which helps address the root cause of medication nonadherence (forgetfulness, cost prohibitive, adverse reaction, etc.)

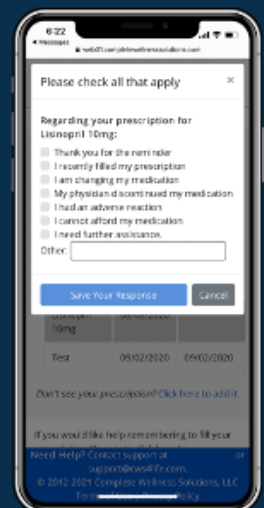
### Step 1 →



### Step 2 →



### Step 3



# Empirically Proven

Monitor key medication compliance & adherence metrics and your messaging program with our real-time analytics dashboard (demo available!)

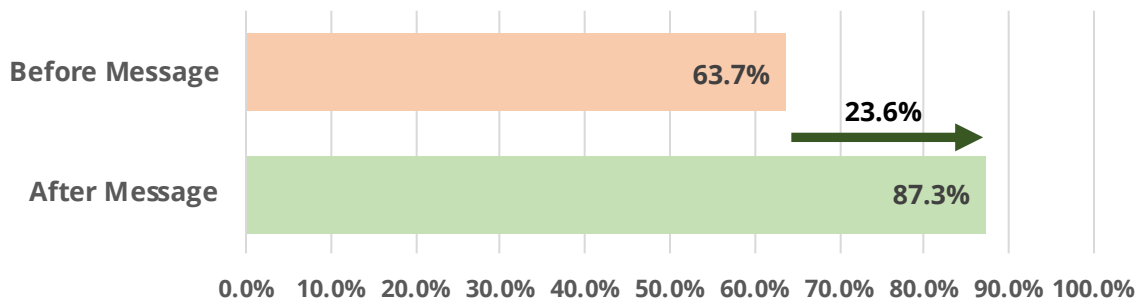
- Overall Summary** - high level overview of medication compliance & adherence for your population
- Member-Level Summary** - A member-level summary of medication adherence and impact of messaging
- Messaging & Response Summary** - An overview of CWS medication adherence messaging & responses
- Abandoned Med. Summary** - Summary of abandoned medications by month, chronic condition & treatment type
- Claims Cost Summary** - Overall medication cost summary & trends for incidence of chronic conditions, hospitalizations & shock claims



## Results

In a recent pilot of our solution with a regional health plan with 26,000 members, we measured a clinically significant treatment effect of 23.6% ( $P < 0.001$ ; CI 95%: 22.6%-25.2%) in increased medication adherence as a result of our targeted direct messaging.

### Medication Adherence Messaging Impact



White paper available for more information regarding our pilot and the results!