HEALTH MANAGEMENT STRATEGIES
Employer, Health Provider and Benefits Carrier Partnership Opportunities

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October 29, 2013
HEALTH CARE IN CANADA
DEMOGRAPHICS

8:1  2:1
DEMographics

“May you live in interesting times”

- Ancient Chinese Proverb

BUT is it a curse?
Drug Spend in Canada

- 16% Non-prescription: $5.3 Billion
- 84% Prescription: $27.7 Billion

Total: $33 Billion

Source: CIHI
DRUG SPEND IN CANADA

$27.7 BILLION

56% PRIVATE
$15.4 Billion

44% PUBLIC
$12.3 Billion

SOURCE: CIHI
THE COMPETING AGENDAS

1. RESEARCH
2. SELLING NEW DRUGS
3. LISTING DECISIONS
4. MARKET SHARE
5. DRUG PLAN SUSTAINABILITY
6. HEALTH OUTCOMES
7. VALUE FOR MONEY
THE FIRST BILOGIC
ADHERENCE
WE SAID

ADHERENCE
A HUGE ISSUE
WITH SO LITTLE TALK
EVERYONE is talking about...

MANDATORY GENERIC SUBSTITUTION

TIERED FORMULARIES

INITIAL DAY SUPPLY

DISPENSING FEE CAPS

PRIOR AUTHORIZATION
BUT WE NEVER TALK ABOUT ADHERENCE

WHY??!!
BECAUSE

it's complicated
NON-ADHERENCE (TO MEDICATION)
IMPACT & COSTS OF NON-ADHERENCE

PLAN MEMBERS

PLAN SPONSORS
ADHERENCE STUDY - 2012
(High Blood Pressure, Cholesterol & Depression)
## High Cost Claimants

### Top 10 Disease States by Share of Total Cost for Top 5% of Claimants, 2012

<table>
<thead>
<tr>
<th>Disease State</th>
<th>Share of Total Cost</th>
<th>Share of Total Claimants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rheumatoid Arthritis, Psoriatic Arthritis, Ankylosing Spondylitis</td>
<td>15.3%</td>
<td>16.0%</td>
</tr>
<tr>
<td>2. Diabetes</td>
<td>11.3%</td>
<td>36.4%</td>
</tr>
<tr>
<td>3. Cholesterol</td>
<td>5.4%</td>
<td>48.7%</td>
</tr>
<tr>
<td>4. Pain</td>
<td>5.3%</td>
<td>42.4%</td>
</tr>
<tr>
<td>5. Hypertension</td>
<td>4.8%</td>
<td>55.1%</td>
</tr>
<tr>
<td>6. Depression</td>
<td>4.8%</td>
<td>37.8%</td>
</tr>
<tr>
<td>7. Asthma, Bronchitis, Emphysema and COPD</td>
<td>4.6%</td>
<td>27.1%</td>
</tr>
<tr>
<td>8. Cancer</td>
<td>3.9%</td>
<td>6.4%</td>
</tr>
<tr>
<td>9. Multiple Sclerosis</td>
<td>3.0%</td>
<td>1.1%</td>
</tr>
<tr>
<td>10. HIV</td>
<td>2.4%</td>
<td>1.1%</td>
</tr>
</tbody>
</table>
## High Blood Pressure

<table>
<thead>
<tr>
<th></th>
<th>Claimants with High Blood Pressure</th>
<th>Claimants without High Blood Pressure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount Paid/Claimant/Year*</td>
<td>$1,364.11</td>
<td>$408.54</td>
</tr>
<tr>
<td># of Claims/Year*</td>
<td>25.1</td>
<td>7.5</td>
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</tbody>
</table>
HIGH BLOOD PRESSURE

OVERALL ADHERENCE

62.3%
# CHOLESTEROL

<table>
<thead>
<tr>
<th></th>
<th>Claimants with Cholesterol</th>
<th>Claimants without Cholesterol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount Paid/Claimant/Year*</td>
<td>$1,529.47</td>
<td>$435.54</td>
</tr>
<tr>
<td># of Claims/Year*</td>
<td>27.3</td>
<td>8.1</td>
</tr>
</tbody>
</table>
CHOLESTEROL

OVERALL ADHERENCE

58.5%
## Depression

<table>
<thead>
<tr>
<th></th>
<th>Claimants With Depression</th>
<th>Claimants Without Depression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount Paid/Claimant/Year*</td>
<td>$1,426.37</td>
<td>$505.22</td>
</tr>
<tr>
<td># of Claims/Year*</td>
<td>27.1</td>
<td>8.3</td>
</tr>
</tbody>
</table>
DEPRESSION

OVERALL ADHERENCE

43.6%
### Adherence... by Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>30%</td>
</tr>
<tr>
<td>25-34</td>
<td>38.5%</td>
</tr>
<tr>
<td>35-44</td>
<td>49.2%</td>
</tr>
<tr>
<td>45-54</td>
<td>61.2%</td>
</tr>
<tr>
<td>55-64</td>
<td>69.3%</td>
</tr>
</tbody>
</table>
WHY ARE PEOPLE NON-ADHERENT?
Fill the prescriptions but then don’t take the medications because they don’t believe it will have any effect on their health.
The MIXER UPPERS

Take multiple medications at the same time with adherence varying from prescription to prescription.
Take their medications inconsistently; random doses, on random days at random times.
Don’t take their medications properly due to perceived side effects.
Take their medications inconsistently based on how they feel; if they feel better, they stop taking it...if they feel worse, they start up again.
Plan to fill their prescriptions “tomorrow” and will get around to taking the doses “later”.
The Unsure

Don’t fill their prescriptions or don’t take medications properly because they don’t fully understand them; what they’re for, the benefits, the dosing instructions...
Appear to have their own pharmacies as they are happy to share their medications with YOU.
UGH
HUMAN BEHAVIOUR
IS COMPLEX, MESSY...
EASIER TO IGNORE IT THAN TO TRY TO CHANGE IT
And we have when it comes to adherence
This is where the greatest leakage in the system is...
SURE
it's complicated

BUT
Are we doing what we **should** be doing?
IT'S TIME FOR EDUCATION
Managing your medications... it’s about ‘sticktoitiveness’

Are you sticking to the medication exactly as your doctor ordered? Probably not, and you’re not the only one. Studies have shown that only 50% of people take their medication correctly. This is referred to as adherence, or, as we like to call it, ‘sticktoitiveness’. Yes, we totally made up that word.

The World Health Organization defines adherence as "the extent to which a person's behavior, related to the use of medication, corresponds with the prescribed recommendations of a health care provider, or, in other words, taking the medication as directed by the medical provider." "Sticktoitiveness" is the amount of adherence or the extent to which you take your medication as prescribed.

How’s your sticktoitiveness?

If you can say "yes" to the following questions, that’s great. You’re probably adherent. Do you always:

- Get your prescriptions filled and refilled when needed?
- Remember to take the medications at the right time?
- Take the exact dosage prescribed?
- Continue to take the medication until the end of your course of treatment?

But here are some facts...

- 14% to 15% of all patients never fill their original prescriptions at all.
- 50% of patients stop taking their medications before they run out.
- GSC’s own data shows over 50% of patients who are non-adherent to their antidepressant medications.
- In the US, 128,000 deaths annually are due to non-adherence.

So you’re the sticktoit type, what’s the big deal?

It’s a big deal if you:

- Feel worse because you’re not getting the medication you need.
- Develop complications or additional illnesses.
- Have to visit the ER or are admitted to the hospital.
- Become disabled and care work.

Adherence is especially problematic and common for people with chronic health conditions like diabetes, depression, schizophrenia, or high blood pressure. Surprisingly, adherence is poorer even for more acute illnesses like cancer.

- Keep the medication where you’re most visible or in the middle of your dinner table or next to your toothbrush.
- Ask another of your pharmacies a question about the care of your medications by calling.
- If you’re taking multiple pills, get a pillbox that holds a week’s supply.
- Create a schedule that reminds you what your medications are, how much you need, and when to take them. Have your pillbox when you leave.
- Tell your pharmacist when you are taking multiple medications, including vitamins, supplements or other non-prescription drugs which could interact and cause side effects.
- If you’re experiencing side effects, talk to your doctor about whether you could be taking a different dosage or switch to a different medication.
- Remember, if you feel better, it’s because you’ve been taking your medications, and if you stop you may feel worse again.
- If your doctor has directed you to take a medication before a certain time of day, don’t stop until you reach the end of your course of treatment.

DID YOU KNOW...

TAKING MEDICATIONS CAN BE CONFUSING, BUT WE CAN HELP

Did you take it as directed?

Even if you think you took it, you might not have. Is there anything you should do about this?

- Ask your pharmacist or doctor if you missed a dose.
- If you think it’s safe to take the missed dose, take it as soon as you remember it.
- If you’re not sure, call your doctor or pharmacist before taking it again.
- If you think it’s an emergency, go to the pharmacy and get the right dose. Don’t guess and don’t use your phone to look things up. If you don’t have your prescription with you, show the pharmacist the label on the bottle.

Drugs don’t work if you don’t take them

Don’t let your fear of the unknown stop you from taking your medications. If you’re not sure why a medication is necessary, talk to your doctor or pharmacist. They can explain why it’s important.

GSC offers a variety of services to help you manage your medications, including:

- Assistance with Ordering Prescriptions
- Medication Delivery
- Refill Reminder Services
- Medication Adherence Support

For more information, visit gscmedication管.com or call 1-800-GSC-HELP.
IT'S TIME ➔ ACTION
YOU’VE ARRIVED...

WELCOME!

STICK2IT WILL EMPOWER YOU TO MANAGE YOUR MEDICATIONS AND EMBRACE HEALTHY LIFESTYLE CHOICES.

HOW DOES IT DO THAT?

THE STICK2IT PROGRAM PROVIDES YOU WITH SCHEDULED REMINDERS THAT COINCIDE WITH WHEN YOU TAKE YOUR MEDICATIONS. THESE CALLS, TEXT MESSAGES, OR EMAILS PROVIDE YOU WITH THE SUPPORT YOU NEED TO MANAGE YOUR MEDS WITH ADDITIONAL INFORMATION ABOUT YOUR CONDITION, MOTIVATION AND TIPS ON DIET AND MANAGING YOUR HEALTH.

IT’S VERY SIMPLE TO GET STARTED FOLLOW THE ARROW

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A FEW MORE IDEAS
1. How can we motivate Canadian employees to change their health management behaviour?

2. We have data to identify the high risk / high cost employee - when and how will we use it?