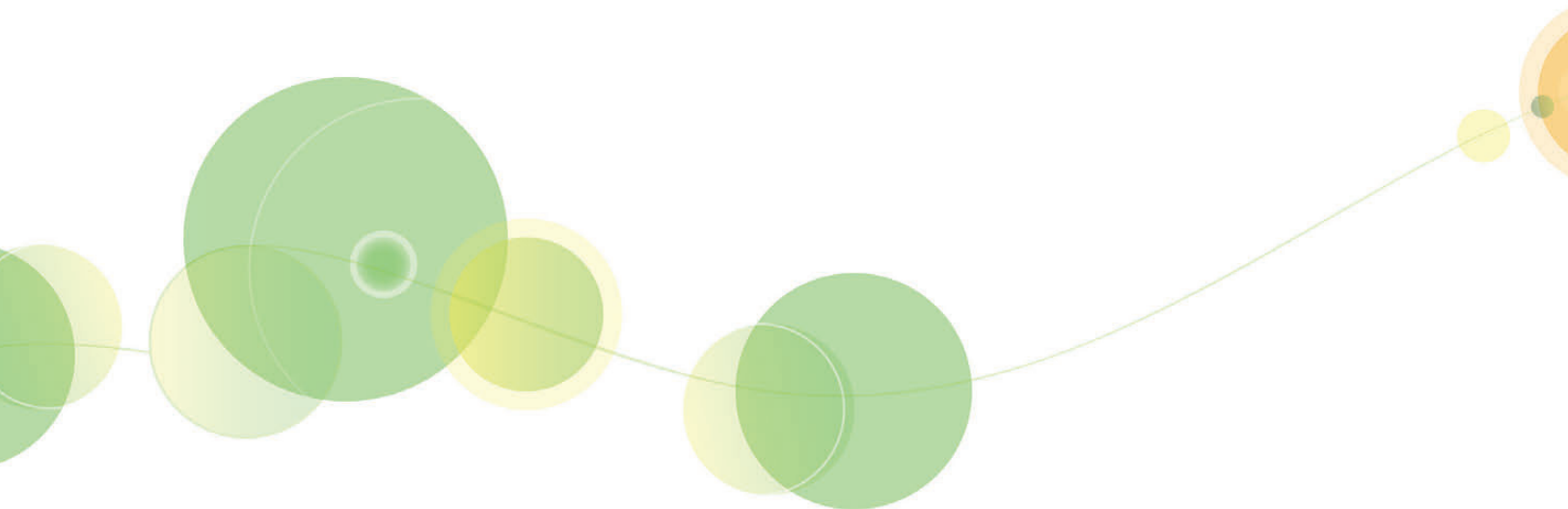


# Adherence Packaging

**How It Leads to Clinical and  
Financial Benefits for IDNs**



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## Improve Clinical Results and Increase Profits for Just \$2 per Week

Accountable care reimbursement changes elevate the importance of health systems addressing the widespread problem of poor medication adherence. Effective medication adherence programs not only support the Triple Aim benefits of improved population health, higher quality care, and reduced costs, but they also offer new economic incentives for the IDN.

### Economic Incentives

Why should IDNs care about resolving medication non-adherence? Because there are economic drivers to consider—both revenue-making and cost-saving.

### Non-Adherence = Readmissions

Through the Affordable Care Act readmission rates are now tied to reimbursement, and the link between medication non-adherence and readmission in hospitals and nursing homes has been well established. 64% of hospital readmissions within 30 days are due to medication issues.<sup>1</sup>

### Investing in Pharmacy Services Pays Off

You may think it will be costly to implement a medication adherence program due to the need to more deeply involve pharmacy staff in clinical activities. However, research presented to the Surgeon General has substantiated that deploying clinical pharmacy services returns \$10 for each \$1 invested.<sup>2</sup> By engaging pharmacy in managing medications you can expect improved outcomes that yield a tenfold return.



Clinical Pharmacy Services Can Yield a Tenfold Return

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1. 2010 Benchmarks in Improving Medication Adherence. Healthcare Intelligence Network, May 2010.

2. Improving Patient and Health System Outcomes through Advances Pharmacy Practice, A Report to US Surgeon General, 2011.

Value of New Patient Scripts (7 Medications)	Qty	Price	30 Day			Annual	
			Revenue	Drug Cost	Profit Potential	Revenue	Profit Potential
Generic Drugs	5.39	\$15	\$81	40%	\$49	\$984	\$590
Branded Drugs	1.61	\$210	\$338	75%	\$85	\$4,114	\$1,028
Total Drugs	7.00	\$60	\$420	68%	\$134	\$5,110	\$1,635

**Figure 1: Value of New Patient - 7 Medications <sup>4</sup>**

On a microeconomic level, medication adherence solutions present the opportunity for new revenue from patients typically considered high risk/high cost: the chronically ill with comorbidities. Gaining a new patient who is taking seven medications generates over \$5,100 annual revenue and nets more than \$1,600 margin potential <sup>3</sup> (see Figure 1). For every 100 patients, the IDN has an incremental annual revenue opportunity of \$500,000.

Currently, IDNs hold increasing responsibility for patient outcomes while they pass control of their patients' medication management and associated revenue streams to chain retail and mail order pharmacies. Adopting medication adherence management programs with innovative, patient-preferred adherence packaging provides IDNs with an opportunity to improve patient adherence, leading to better patient satisfaction and health system outcomes. It can also help unlock cash flows and establish a vital ongoing connection with patients' medication management.

3. Average Pricing, Generic|Branding Mix and GM per 2013-14 Economic Report on Retail, Mail and Specialty Pharmacies, A Fein, Ph.D., Pembroke Consulting., Inc. and Drug Channels Institute.

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## Benefits of Omnicell RxMap® Adherence Packaging

Medication adherence solutions that include innovative packaging from Omnicell work and are easy to implement. Pill sorting can be time consuming and stressful. RxMap® blister cards organize multiple medications by time of day and day of the week, providing a convenient packaging alternative that is preferred by patients and caregivers.



### Effective

- Patients who start on RxMap stay on RxMap
- Proven to increase adherence in a randomized controlled study <sup>5</sup>
- Increased patients' confidence in taking their medications from 7% to 93% <sup>6</sup>

### Easy to use

- Immediate visual verification of missed doses
- Blisters are easy to open
- One RxMap card holds up to ~14 medications—significantly more than the competition

### Proven Clinical Benefits

FAME study showed blister packaging improves adherence and outcomes <sup>5</sup>

- Adherence improved 61.2% to 96.9%
- Mean systolic blood pressure decreased 133.3 to 124.4

Other studies have shown improved results when better adherence is demonstrated.

- Diastolic BP decreased 50% compared to 17%, and systolic BP decreased 57% compared to 40% <sup>7</sup>
- Reduced annual costs for secondary prevention of coronary artery disease 10.1 – 17.8% <sup>8</sup>

#### Patient Response to RxMap:

*“Since I have used the blister packs, my blood pressure has come down because I’m taking my pills regularly like I should.”*

*“With the blister packs, he can manage his own medicine and knows he is taking the right thing. It gives him independence.”*

5. Lee JK, et al. JAMA. December 6, 2006;296(21).

6. Research presented by Sharrel Pinto of the University of Toledo College of Pharmacy and Pharmaceutical Sciences at the American Pharmacists Association (APhA) 2014 Conference.

7. Impact of innovative packaging on adherence and treatment outcomes in elderly patients with hypertension. Journal of the American Pharmacists Association. Jan/Feb 2008. 48(1):58-63.

8. Bitton A, et al. Am J Med. April 2013. 126(4):357.



## Rewarding Opportunity for Health Systems

A coordinated program of medication therapy management (MTM) and adherence packaging can benefit your health system.

- Keep risk-shared patients healthy and decrease health care costs
- Capture pharmacy revenue and profit through patient acquisition

### Not Sure How to Get Started? Here Are Three Easy Ways to Begin:

- Use adherence packaging with high-risk patient populations and track outcomes
- Conduct a mini 25-50 patient pilot
- Run a one-day consumer preference evaluation

These programs can be run in conjunction with your outpatient pharmacy, or Omnicell can connect you with a partner pharmacy. Omnicell is uniquely positioned to support your pharmacy practice in the endeavor to drive patient growth and increased profitability.

Omnicell solutions reach across the health care continuum, providing optimal medication management from the dock to the doorstep.

To learn more, call **832-326-8932** or visit **Omnicell.com**.

*“If we can continue to build confidence among patients that they can easily handle their medication intake through appropriate packaging alone, we are confident that we are on the right path to reducing the burdens on our overwhelmed healthcare delivery system.”*

*Sharrel Pinto, BPharm, DMM, MS, PhD  
Director, Center for Pharmaceutical Care and Outcomes Research (PCOR)  
University of Toledo College of Pharmacy and Pharmaceutical Sciences*

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To learn more about Omnicell adherence solutions,  
please contact: 832-326-8932

