

YOUR

MEMBER

ADHERENCE

PLAYBOOK

HOW TO STRENGTHEN QUALITY SCORES, INCREASE RATINGS
AND DRIVE PLAN PERFORMANCE BY MEASURABLY
IMPROVING MEMBER ADHERENCE

Medication nonadherence is a \$500 billion problem that negatively impacts the health of your members and the business health of your plans.

With the right engagement and clinical care strategy, health plans can measurably and consistently improve member adherence and resulting health outcomes. This increases quality scores and ratings, improves member retention and powers plan performance and profitability.



EnlivenHealth™
STARS

**Solutions That
Accelerate Ratings
Success**

Are You Employing the Right Strategy to Improve Member Adherence and Health Outcomes?



The STARS Playbook (*Solutions That Accelerate Ratings Success*) combines EnlivenHealth's proven adherence technology solutions, unparalleled national pharmacy network, cutting-edge communications and data analytics capabilities.

Our proven Playbook is designed to empower your plan to achieve a significant improvement in member adherence and retention and strengthen overall plan performance.

PLAY #1:

Start with Intelligent Member Targeting

Identifying and targeting the right health plan member is essential to improving member adherence and health outcomes. By leveraging EnlivenHealth's technologies, advanced analytics capabilities and unparalleled network of more than 30,000 retail pharmacies, health plans can identify and target:

- ✓ members with chronic diseases who are nonadherent to their prescriptions
- ✓ members who contribute to the triple-weighted adherence measures
- ✓ specific geographies and contracts that need quality measure improvement
- ✓ members that are already in health plan disease state management programs

By following the STARS Playbook, health plans can strategically target their member populations across EnlivenHealth's national pharmacy network and implement proven clinical interventions like appointment-based Medication Synchronization (Med Sync). A new study published recently by the Journal of the American Pharmacists Association found that patients (your members) are three times more likely to be adherent to their medications if they are enrolled in an appointment-based Med Sync program.¹

PLAY #2:

The Keys to Orchestrating Effective Member Engagement and Communications

PLAY #3:

How a Proven Platform Powers Successful Member Engagement

How health plans engage with members significantly impacts medication adherence, health outcomes and costs. Effective member engagement and communications are key to one of the most essential plays in the STARS Playbook.

EnlivenHealth's digital-first, omnichannel communications solution enables health plans and their pharmacy partners to develop a truly personalized experience for members. This solution leverages our deep clinical intelligence, pharmacy data and artificial intelligence to tailor communications to members' personal needs and preferences, resulting in:

- ✓ personalized, accurate and timely messaging that drives member retention
- ✓ predictive engagement that interacts with your members through the communications channels and devices they prefer
- ✓ a convenient member engagement experience that benefits from high touch interventions
- ✓ the efficient delivery of campaigns that substantially increase member adherence and satisfaction

A key component of the STARS Playbook is the EnlivenHealth™ Patient Engagement Platform. Deployed by an unparalleled network of 30,000 retail pharmacies nationwide, the platform orchestrates digital, appointment-based technology solutions that transform care delivery. This allows your health plan members to benefit from the trusted, expert and very accessible care of the pharmacists working in EnlivenHealth's national pharmacy network. The result is a documented increase in your members' adherence and measurable improvement in their overall health outcomes.

The EnlivenHealth™ Patient Engagement platform provides network pharmacies with a dashboard that automatically prioritizes daily tasks and activities for users, such as:

- ✓ member enrollment in adherence programs
- ✓ adding new opportunities that match the qualification criteria

At the core of the Patient Engagement Platform is EnlivenHealth's pioneering Medication Synchronization (Med Sync) solution. Med Sync is an appointment-based digital solution that uses advanced data analytics to select which members' chronic medications should be enrolled in the program and then aligns these prescriptions to one convenient pick-up appointment per month. The significant benefits Med Sync has on health plans and their members include:

- ✓ 9% reduction in costs associated with hospitalizations and emergency department visits²
- ✓ reduction of per member per month costs by an average of \$348 across four disease states
- ✓ a 14% increase in pharmacy retention, contributing to health plans achieving CAPHS score improvements³

Impact of STARS Playbook on Member Health, Patient Adherence and Plan Performance

✓ Reduces hospitalizations and emergency department visits by 9%

✓ Enables 70% or more of health plan members enrolled in our program to achieve adherence

✓ Cuts PMPM costs by an average of \$348 across four disease states⁴

PLAY #4:

Leveraging the Most Trusted and Proven National Pharmacy Network

Selecting a high-performance clinical pharmacy network is the final move in your STARS Playbook. You have an unprecedented opportunity to strengthen your plan's performance by matching your members to EnlivenHealth's nationwide footprint of 30,000-plus neighborhood pharmacies. This enables you to define success metrics and receive support from proven solutions delivered by the EnlivenHealth™ national pharmacy network.

Our customer engagement team partners with the pharmacy network to ensure your members receive timely, high quality and efficient care. Simultaneously, the EnlivenHealth™ network performance team continually reviews progress and provides reports detailing how many members are eligible for enrollment and enrolled. Our experts show you how many members have dropped out of their medication adherence programs and how EnlivenHealth™ plans to improve their adherence and overall health outcomes.

For more information about how you can start leveraging the EnlivenHealth™ STARS Playbook today, contact us at 877-776-2832 or send an email to enlivenhealthco@omnicell.com. We also invite you to visit www.enlivenhealth.co.

¹ Nsiah I, Imeri H, Jones AC, Bentley JP, Barnard M, Kang M. The impact of medication synchronization programs on medication adherence: A meta-analysis. J Am Pharm Assoc (2003). Published online February 17, 2021.

² Per study conducted by Harvard Medical School researchers: Patients enrolled in a medication synchronization program had 9%

lower rates of hospitalization and emergency department visits than patients not enrolled in med sync.

³ Internal study, 700k patients followed over 12 months, 2020.

⁴ Roebuck, M. C., Liberman, J. N., Gemmill-Toyama, M. & Brennan, T. A. Medication adherence leads to lower health care use and

costs despite increased drug spending. Health Aff. 30, 91–99 (2011).

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About EnlivenHealth™

EnlivenHealth™ provides the most proven and advanced technology solutions for intelligent patient engagement and communications. Trusted by a national network of leading pharmacies, the EnlivenHealth™ Patient Engagement Platform empowers pharmacies and health plans to significantly improve medication management, adherence and safety for their patient populations. Our mission is to help you ensure lifelong optimal health for your patients and members, measurably improve quality scores, and strengthen business results. EnlivenHealth™ is a division of Omnicell, Inc. (NASDAQ: OMCL), a leading provider of medication management solutions and adherence tools for healthcare systems and pharmacies. Learn more at www.enlivenhealth.co.