

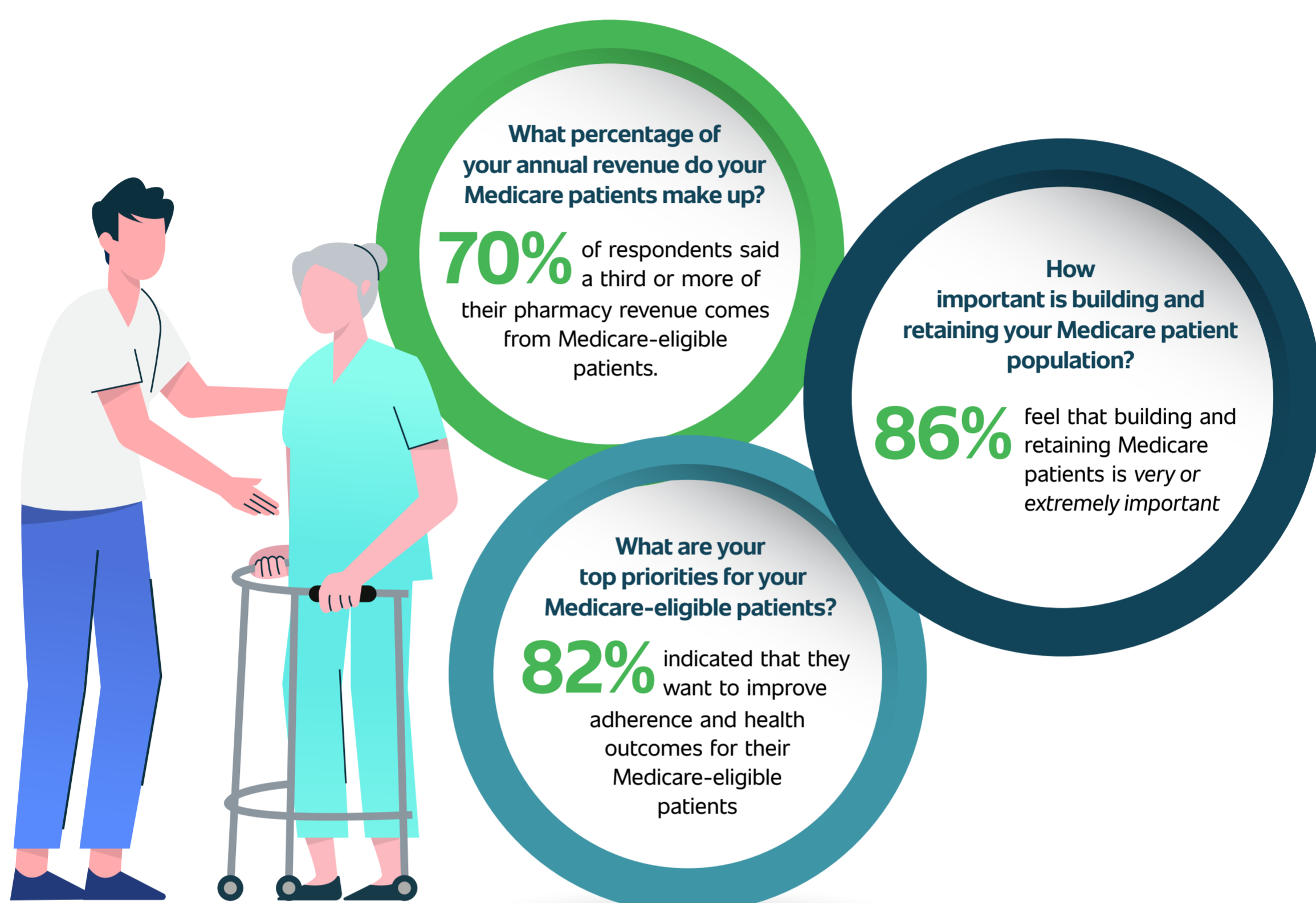
2022 Pharmacy Medicare Patient Engagement Survey

Medicare patients represent a significant source of recurring pharmacy revenue. Ensuring the continued health and happiness of this key patient population is vitally important to maintaining the profitability of the pharmacy. The problem is that the annual Medicare Open Enrollment period poses a serious challenge to pharmacies.

A new national survey conducted by EnlivenHealth® sought to learn more about the issues created by Medicare Open Enrollment and the challenges pharmacists face in retaining their high-value Medicare-eligible patients. Here are highlights from the survey.



The Value of Medicare-Eligible Patients



“Medicare-eligible patients are often the life blood of the retail pharmacy, which is why the majority of pharmacists responding to our national survey were so concerned about losing their valuable patients when they choose a new plan.”

—Danny Sanchez, Senior Vice President and General Manager, EnlivenHealth

Navigating Medicare Open Enrollment

How active are you in helping your patients choose a Medicare Part D plan?

54% are very active or extremely active in helping patients choose a Medicare Part D Plan

Do you regularly communicate with your patients about Medicare Part D enrollment?

73% regularly communicate with patients about Medicare Part D

What barriers keep you from implementing a Medicare Part D plan comparison or enrollment solution for your pharmacy?

More than 1/2 ranked “insufficient staffing” as the top barrier to implementing a Medicare plan comparison solution

“When we work with our patients to help them choose a Medicare Part D plan, we can make sure they choose a plan that will save them money and allow them to continue working with us.”

—Tiffany Graham Barber, Hillsborough Pharmacy and Nutrition, Hillsborough, North Carolina



Choosing the Right Plan

What concerns do your patients express to your pharmacy staff about their Medicare Part D plans?

78% Preferred pharmacy is no longer in network

54% Increased drug copays

52% The cost of the plan

51% Drug restrictions

What are the key issues that factor into your helping patients navigate Medicare Part D plan options?

70% Patient prescription costs

57% DIR fees and reimbursement rates

“Medicare plan comparisons have always been important for our pharmacy to ensure our patients can afford their medications and, ideally, save money.”

—Nicolette Mathey, Palm Harbor Pharmacy

Survey Methodology

Conducted in July 2022, the EnlivenHealth survey received 375 responses from pharmacists. Results provide information on pharmacies' expectations concerning their patients' Medicare Plan selections. The survey information, analyses, and conclusions do not necessarily reflect the perspectives of all pharmacies.