



# RISK BASED PATIENT COUNSELING

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# Issues

- Poor therapy management is estimated to cost plan sponsors **\$300 billion** annually<sup>1</sup>
- Patients failure to adhere to therapies results in an **increase of up to 30%** in total health care costs<sup>2</sup>
- Pharmacy resources need to be targeted to improve health outcomes through patient counseling

To best impact public health, pharmacies must deploy pharmacist resources to help those patients who need it most (“high risk patients”)



1 Bender, Bruce and Rand, Cynthia, “Medication Non-adherence and Asthma Treatment Cost.” Current Opinion in Allergy and Immunology 2004, 4: 191-195;

2 Sokol - Med Care, Volume 43(6).June 2005.521-530.

# Risk Based Patient Counseling

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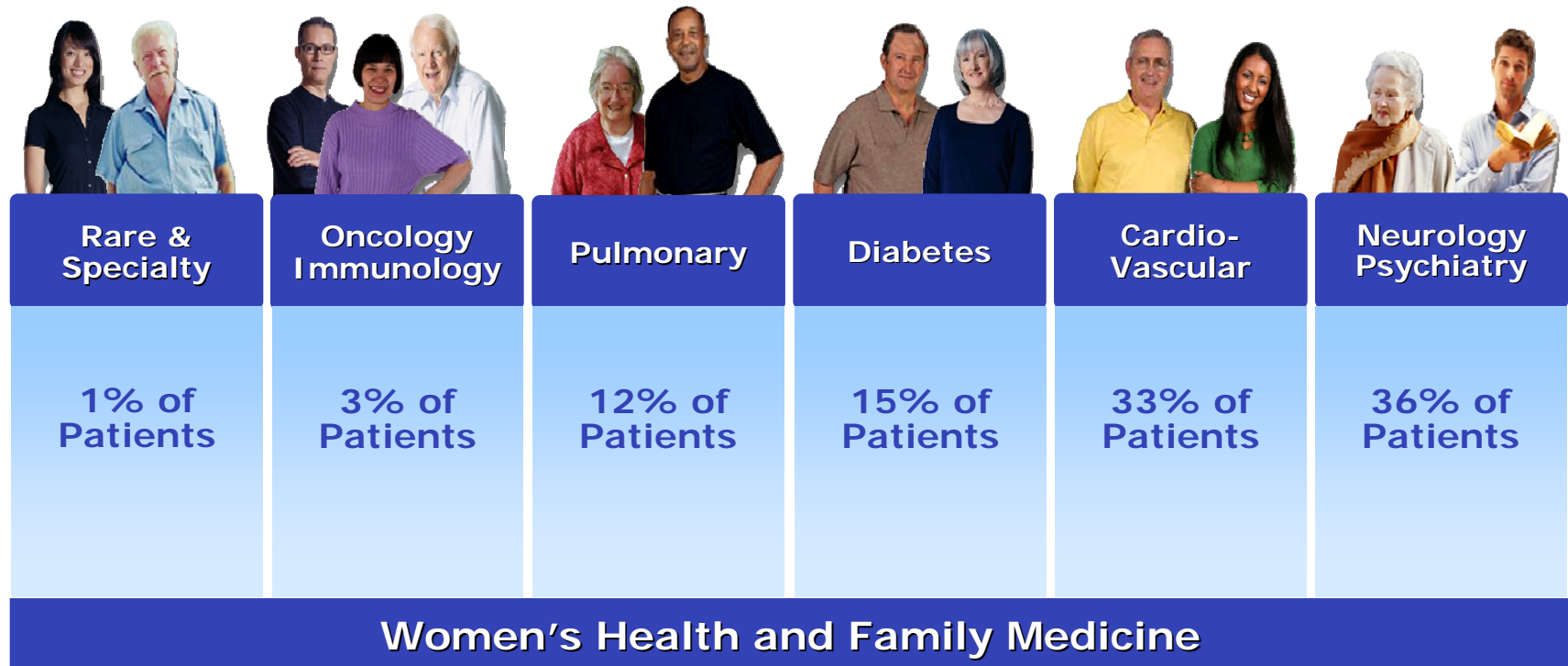
## This model:

- Acknowledges the importance of making the offer to counsel all patients
- Allows for the stratification of the patient population and the tailoring of information provided by pharmacists
- Utilizes pharmacist resources where there is the greatest potential for patient benefit – focuses on “high risk patients”
- Provides patients information at the time they are ready to receive and act on the information
- Results in improved outcomes



# Step 1: Understanding Your Patients Needs

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Medco customer base, through 12/08

# Step 2: Evaluate High vs. Low Risk Patients

	High Risk Patient	Low Risk Patient
<b>Lifestyle and Behaviors</b>	Obesity Smoker Sedentary	Fit Non-smoker Frequent exercise
<b>Prevention</b>	Misses Flu Shot Infrequent visits to physician  Irregular testing BG, A1C	Receives annual flu shot Regular examinations Retinal evaluation Renal function tests Foot examinations Regular testing BG, A1C
<b>Lab Values</b>	A1C: 10.5 BP: 145/90 LDL: 190, HDL: 36, TG: 250 Scr: 1.9	A1C: 7.0 BP: 120/80 LDL: 70, HDL: 65, TG: 130 Scr: 1.0
<b>Medications</b>	Non-adherent to regimen Omission of Essential therapy ACE/ARB Statins  Insulin resistance Requires U-500 insulin Regimen includes >3 hypoglycemics	Adherent to regimen Regimen includes Hypoglycemics ACE/ARB Statins ASA
<b>Comorbidities</b>	Congestive Heart Disease Hypercholesterolemia Hypertension, Neuropathy Retinopathy, Nephropathy	No comorbidities

# Step 3: Patient Education/Consultation

## Health Action Plan

Member #	Member	Date of birth	Profile	
123456789123	Vanessa Well (Woman)	1/29/1949 (Age 59)		

Medications (4)	Clinical priority	Last counsel date	Check savings	Refill now
▼ Glucophage, 850MG, Retail <input type="checkbox"/> Adherence counseling - late to refill <input type="checkbox"/> Last A1C? <input type="checkbox"/> Self-monitoring blood sugar?		2/27/2008 by Pharmacist	<input type="checkbox"/> Decline offer? ▶	Last fill 3/15/2007 <input type="checkbox"/>
▼ Paxil CR, 25MG, Mail <input type="checkbox"/> Depression/DM Counseling – late to fill		1/13/2008 by Pharmacist	<input type="checkbox"/> Decline offer? ▶	Last fill 4/15/2007
▼ Risperdal 2MG, Mail <input type="checkbox"/> No Glucose Monitoring in past 12 months		1/13/2008 by Pharmacist	<input type="checkbox"/> Decline offer? ▶	Last fill 4/15/2007
▼ Topamax, 100MG, Mail <input type="checkbox"/> Migraine Prevention Counseling – late to fill		11/2/2007 by Pharmacist	<input type="checkbox"/> Decline offer? ▶	Last fill 4/15/2007 Pending

Print a savings kit for this patient [Go](#) [Counsel](#) [Refill](#)

Additional services (2)	Representative	Action	Availability?
Register for consumer website		<a href="#">Go</a>	
Our care support nurse has important information about your diabetes.	Nurse		<a href="#">Please Check</a>

[View message](#) | [Enter promo code](#)

# Step 3:

## Patient Education/Consultation

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Pharmacist availability for counseling must be provided to all patients;  
Pharmacist engagement is most critical for high risk patients

### ■ Communicating with our patients

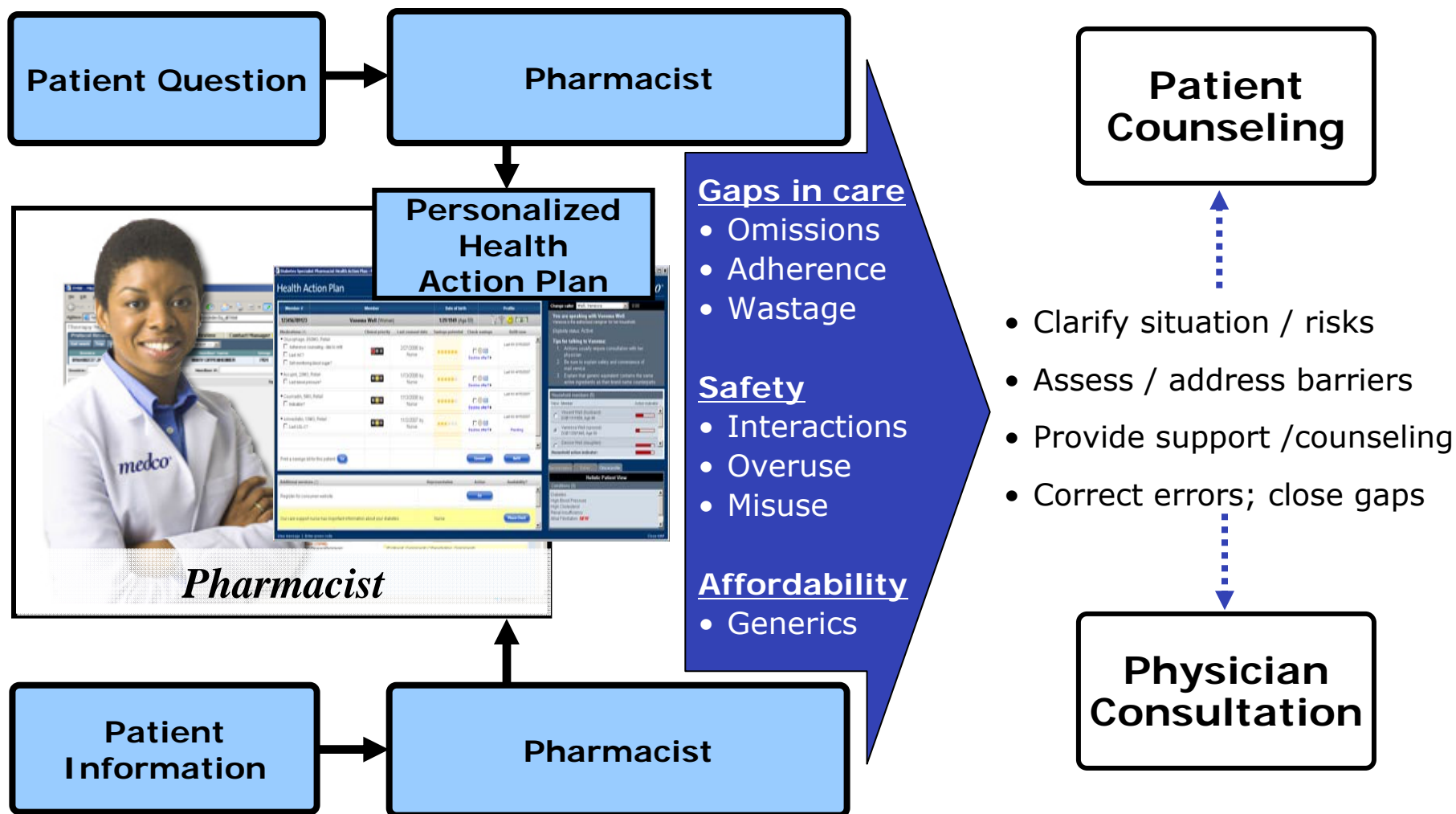
- Call Center Pharmacies
- Outbound Calls
- 24/7 Counseling availability
- Written information about medication therapy

### ■ Communicating with our prescribers

- Sometimes prescriber intervention is as important as patient intervention
  - Order clarification/appropriateness of therapy
  - Gaps in care, DUR, Formulary Management, Drug Information
  - Better patient care is the goal



# In Summary



# Targeted Patient Counseling



**Example – Diabetic Patient**

**Mary Johnson**

67 Years Old

1212 Spring Avenue

Dayton, OH 12345

**HIGH RISK**

## **Routine testing**

Blood glucose Test Strips

Date on File

10/01/08

Clinical Opportunity



A1C on Record

09/25/08



Annual Foot Examination

01/14/08



Bi-Annual Eye Examination

02/03/08



## **Adherence with Medication**

Humulin R U-500 therapy (90 days supply)

TODAY



Accupril 10mg (30 days supply)

02/20/09



Crestor 10mg (30 days supply)

02/20/09



Glucophage XR 500mg (90 days supply)

04/23/09



# Humulin R U-500 Dispensing at Medco

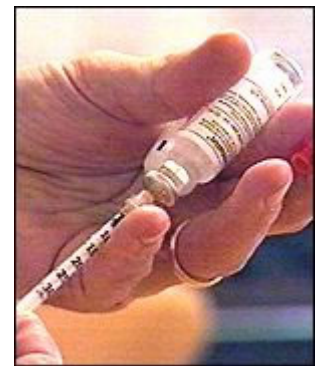
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Humulin R U-500 is **five times** more concentrated than traditional U-100 insulin, which contains 100 units of insulin per mL

Extreme caution is exercised when dispensing Humulin R U-500 insulin, since hypoglycemia can be prolonged and severe

Medco Pharmacists review U-500 prescriptions to:

- Identify product selection errors
- Review for potential dosing errors
- Provide patient and physician education



# Potential Dosing Errors

**13% (103 of 773) of Humulin R U-500 prescriptions were changed based on Pharmacists recommendations over a 3 month period**



## **Changes include:**

- Removing sliding scale U-500
- Discontinuing another insulin intended to be administered with U-500
- Decreasing the dose of U-500 to prevent hypoglycemia

# Considerations for Pharmacy Practice and Patient Safety

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- Patient counseling: **“one size does not fit all”**
- Patient counseling approaches should make the best use of limited pharmacy resources by focusing on high risk patients
  - Allow the use of technology where appropriate
  - Allow the use of technicians and other supportive personnel where appropriate
- Although patient counseling is an important component of pharmacy practice, pharmacies in different practice settings can achieve positive outcomes through different counseling strategies