Medication Therapy Management: Methods to Increase Comprehensive Medication Review Participation: Phase 2

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STUDY DESIGN AND OBJECTIVE

Study Design
- Retrospective database analysis
- Assessed CMR completion rates for 2011 and 2012
- Data included number of eligible MTMP beneficiaries who were offered a CMR and number of completed CMRs
- Comparison included only CMS contracts that MMC provided MTM services for in both 2011 and 2012

Study Objective
- To determine the effect a process change had on the CMR participation rate at the MMC
- To determine best practices for improving the rate of MTM beneficiaries participating in a CMR

PROCESS FOR CMR PARTICIPATION

2011 Process
- Introductory letters included offer for a CMR and provided two methods to schedule CMR appointment:
  - Toll-free number for the Medication Management Center (MMC)
  - A CMR appointment form with return envelope
- Weekly TMRs identified patients requiring phone conversation to address and resolve drug-related problems:
  - Outbound TMR calls included secondary offer for CMR
  - When TMR calls were made to discuss drug-related problems, the caller offered to complete CMR during the call

2012 Process Additions
- Added a third and fourth method to offer CMRs to members:
  - Cold calls to members in health plans with low-performing CMR rates
  - Re-offered CMRs with every mailing to enrolled members
- Targeted members using 2011 prescription claims to allow for earlier qualification
- Removed the 28-day opt-out period for allowing outbound calls on identified alerts to begin earlier in the year
- Increased number of TMR targets allowing for more outbound calls

RESULTS AND DISCUSSION

OUTCOMES: 2011 vs. 2012 CMR COMPLETION RATES

<table>
<thead>
<tr>
<th>Method</th>
<th>2011</th>
<th>2012 (thru 8/26/12)</th>
<th>2012 (projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Letter</td>
<td>90.20</td>
<td>90.20</td>
<td></td>
</tr>
<tr>
<td>Letters</td>
<td>22.95</td>
<td>20.95 (estimated)</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>15.00</td>
<td>16.00</td>
<td></td>
</tr>
<tr>
<td>Calls Cold</td>
<td>10.00</td>
<td>11.07*</td>
<td></td>
</tr>
<tr>
<td>Calls Cold (4th)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* For low-performing sponsors

LIMITATIONS

- All members may not receive Welcome Letter mailing which includes initial CMR offer.
- The percentage of members with phone numbers may not be consistent across program years.
- 2012 members may have been contacted previously in 2011, which may affect CMR participation in 2012.

CONCLUSIONS

- The overall CMR completion rate is projected to be 11.07% by end of year, compared to 9.06% in 2011, for the same PartD sponsors. (for all sponsors, the MMC’s average rate is projected to be 14.6%)
- The changes in process is projected to yield a 22.19% increase in CMR completion rates.
- The increase in CMR rates yields higher performance measurements for prescription drug plans. The findings of this study are expected to have a positive impact on encouraging other programs to implement similar changes to increase their rates, which will result in improved quality of care and lower healthcare costs.

To determine CMR rates, the total number of CMR calls conducted and the total number of members offered a CMR in 2011 and 2012 were calculated using data sets provided by the MMC. Participation percentage was determined using the total eligible members in the denominator and the total CMRs completed in the numerator.

CMR rates were calculated for plan sponsors whose MTM programs were run by the MMC in both 2011 and 2012. No members were excluded from this calculation.

Reference:
MTM Fact Sheet 2011. CMS. June 30, 2011