MEDICATION THERAPY MANAGEMENT
MEDICARE PART D
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EXECUTIVE SUMMARY

In addition to being a full-service pharmacy benefits manager (PBM), Veridicus Health offers a robust and high-quality Medication Therapy Management (MTM) program. In a refreshing contrast to other MTM delivery systems, Veridicus Health provides telephonic MTM services to patients nationwide by clinical pharmacists who are MTM certified by the American Pharmacists Association (APhA) and/or are Board Certified Pharmacotherapy Specialists (BCPS).

The Veridicus Health MTM program is determined to provide high quality MTM services with an elevated standard of care. Our mission is to improve member outcomes (clinical, humanistic, and economic) as well as to provide substantial savings to the plan. With a comprehensive medication review (CMR) completion rate guarantee of 15% or greater, Veridicus Health has demonstrated significant returns on investment for our current clients, which have been validated by their internal actuaries. We were able to demonstrate a decrease in overall costs related to hospital admissions, ER visits, outpatient healthcare expenditures, and pharmacy drug costs.

Our goal is to improve medication-use, reduce risk of adverse events, and improve medication adherence in order to have significant positive impacts upon overall healthcare costs for the member and the plan.

The Veridicus Health MTM program is different with proven results that have influenced lives and helped reshape the future of MTM delivery and quality.
INTRODUCTION

There is no question that, when performed correctly, MTM programs can provide a valuable service to patients. In the United States, medication-related adverse events and mismanagement are major public health concerns. Experts estimate that 1.5 million preventable adverse events occur each year that result in $177 billion in injury and death. Medication and disease state education becomes especially important in the aging population as drug and disease complexity increase.

Since the incorporation of MTM services as part of the Medicare Drug Improvement and Modernization Act in 2006, the delivery of these services has varied widely. The pharmacy profession adopted a consensus definition of MTM as “a service or group of services that optimizes therapeutic outcomes for individual patients”. The ambiguity of this definition leaves both the manner of delivery and the type of services offered to the discretion of the provider. Initial Medicare requirements also lacked definitive guidance on how to deliver these services. In its infancy, MTM was completed by pharmacy benefit managers through simple mailings summarizing patient medication histories with computer generated recommendations. Over the past few years, Medicare has provided updated guidance in an attempt to further define the process. However, there is still wide variation as to how a provider of MTM services meets the designated Medicare requirements.

The vision of the Veridicus Health MTM Program is to change the way MTM services are being provided. In 2010, MTM services were fairly rudimentary and most programs fell short of achieving a high standard of care. Upon evaluation of the current MTM standards at that time, there were several disconnects that existed, which did not necessarily focus on the comprehensive needs of the patient. We quickly recognized that the comprehensive approach to patient care should come first. Veridicus Health strived to understand how pharmacists could intervene in the care continuum to improve the economic, clinical, and humanistic outcomes for all stakeholders, including the patient. From this small philosophy of “patient first”, the Veridicus Health MTM program was built.
VARYING MEDICATION THERAPY MANAGEMENT SERVICES

CURRENT MTM LANDSCAPE

Veridicus Health believes in strong retail and consultant pharmacy practices. However, MTM services are best delivered by pharmacists who believe in the service and who have dedicated their career to providing quality pharmaceutical care. For this reason, Veridicus Health has successfully implemented a telephonic MTM program using BCPS or residency trained and APhA MTM-certified pharmacists, who provide an outstanding service to members in the convenience of their own home.

At Veridicus Health, we have attempted to provide MTM services through our retail pharmacy by contracting with several “face-to-face” MTM vendors. Unfortunately, in our experience, patients have been hesitant to spend the needed time to discuss private matters in a relatively non-private setting. They also dislike the constant interruption of the pharmacist who, despite their best efforts, has other responsibilities pulling them away from this important interaction. The Veridicus Health MTM team engages people when they are comfortable taking the time to discuss personal matters in the privacy of their home. Using a centralized approach to delivering MTM services ensures high-quality training that provides a standard of care for every patient. In fact, quality is one of the highest priorities in order to ensure positive and measurable outcomes for each client. All services are performed in-house and do not use part-time retail or health-system pharmacy networks; this approach provides consistency and a more valuable patient MTM experience.

The American Pharmacist Association conducts annual surveys with MTM providers with the goal of understanding the current MTM landscape. Data from their 2013 survey has shown a decline in patient-focused MTM services. Figure 2 below depicts the trends that have been seen in the type of services MTM providers have been offering over the years. An MTM consultation should be comprehensive in nature by incorporating the complete patient picture into all recommendations and decisions. In addition, to be an effective program, services should provide evidence-based recommendations with a summary and action items to invoke change with the patient and their provider. Care collaboration is also an essential component to improving patient outcomes and controlling healthcare costs. Only 29% of MTM programs surveyed provide solutions to helping coordinate medication therapy as patients’ transition from hospital to clinic.
MTM services Provided “Often” or “Always”

Our Medication Therapy Management Program is different

Consistency and Quality

The Veridius Health MTM model is unique as we do not use a network of pharmacists whose primary role is to dispense. In contrast, Veridicus Health uses clinical pharmacists who have chosen MTM patient care over retail dispensing. Each pharmacist is trained to perform consultations based on the APhA MTM Certification program, which provides consistent quality of care, documentation, and reporting.

The Veridicus Health MTM program is also built on a foundation of quality. Each MTM pharmacist engages the patient upon the first phone call attempt. In this effort, a comprehensive medication review (CMR) is completed successfully 9 times out of 10. The patient does not need to be called back or need to set an appointment—the clinician is available immediately. The Veridicus Health MTM program guarantees a CMR completion rate of at least 15% of the total eligible population.

*IOM, 2001

Figure 2: Survey results from the American Pharmacist Association annual MTM Provider Survey. 

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Veridicus Health will partner with the client during the administration of the MTM program to ensure confidence and trust in our commitment to providing quality care for their members. During the implementation process, weekly meetings will be hosted to ensure clients are comfortable and involved with the development of their MTM program. After implementation, monthly meetings will be hosted in order to maintain open lines of communication, and if needed, on-site meetings are available.

**CHALLENGING THE STATUS QUO**

Over the years, CMS has repeatedly emphasized the importance of attempting to provide MTM services for 25% of the Medicare population. Many organizations strive to meet these expectations, but with minimal effort. The Veridicus Health MTM program strives to qualify 25% of the population, which is aligned with the goals and objectives of the Centers for Medicare and Medicaid Services (CMS). Enrolled members also receive a quarterly targeted medication review (TMR) based on CMS STAR ratings, such as required immunizations, medication adherence, gaps in care (i.e. diabetics who are not currently being treated with an ACE inhibitor), etc.

In addition to the required initial CMR consultation, follow-up consultations may be offered if deemed clinically necessary to improve patient care. Approximately one-third of all patients receive an interactive follow-up. The acceptance rate of all recommendations provided to the patients’ provider has historically been about 80%, which is driven by the use of evidence-based clinical practice guidelines and literature.

Comprehensive medication reviews (CMR) are provided to every patient who is willing to participate in a 30- to 90-minute telephonic interaction with a Veridicus Health MTM pharmacist. The general components of the MTM program are described in figure 3. Each CMR consists of an in-depth evaluation of every medication (including OTC’s, herbals, and vitamins) to assess for appropriateness, effectiveness, safety, affordability, and overall patient understanding of their personal goals of therapy. Upon completion of each CMR, any drug-related issues or gaps in care are identified and the MTM pharmacist works collaboratively with the patients’ provider using evidence-based recommendations to improve clinical, humanistic, and economic outcomes for all stakeholders.
The Veridicus Health MTM program brings value that has been demonstrated through significant savings for all stakeholders.

At the 2013 AMCP Annual Meeting & Expo in San Diego, CA, the validated results of a study of approximately 2,800 MTM eligible members were presented. Approximately 1,103 patients received a CMR for the year. Compared to MTM eligible members who did not participate in the program, those that participated experienced a total of $3.24 million ($2,900 per MTM member) in savings of total healthcare expenditures. This significant savings equated to an ROI of 13:1 in 2011 for the health plan, through reductions in utilization and total PMPM costs. Reductions were seen for costs related to hospital admissions, ER visits, outpatient medical services, as well as pharmacy spend.

**STAR RATINGS**

In a focus on providing quality care to their beneficiaries Medicare has designed several STAR quality measures that are affected by medication management. The Veridicus Health MTM program recognizes the importance of placing an emphasis on care and improving these quality-based metrics. The MTM program includes services such as targeted medication reviews (TMR) of high-risk medications that can have an impact upon STAR measures. These targeted reviews provide an avenue to target beneficiaries...
in need of intervention; however, we believe that addressing all medication/disease related issues in the CMR, has the greatest impact upon STAR rating outcomes. Our highly trained pharmacists are educated to identify any drug therapy problems that are directly related to STAR rating measures during the CMR process. We are conscious of the various STAR rating measures and utilize this knowledge as a focal point in our MTM program.

**VRX MEDICATION THERAPY MANAGEMENT TEAM**

**TEAM STRATEGY**

The Veridicus Health MTM staff is dedicated to providing a “patient-focused” approach to medication management. Each team member undergoes specialized annual training to better serve and engage each patient, motivating them to participate in their own healthcare. We feel that effective utilization of motivational interviewing is a key component to evoking change in a patient’s health. Each member of our team attends yearly conferences to keep abreast about new strategies for medication management and new drugs that come to market. Our staff comes from a variety of pharmacy backgrounds providing diverse and innovative perspectives to medication management.

**Team Members**

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<tr>
<th>NAME</th>
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<tbody>
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<td>Alisa Thomas, PharmD, BCPS</td>
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<tr>
<td>Alex C. Bitting, PharmD</td>
<td>Clinical Pharmacy Manager</td>
<td>Clinical Pharmacy, Managed Care</td>
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<tr>
<td>Alan Pannier, PharmD, MBA</td>
<td>Clinical Pharmacy Resident</td>
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<td>Jonathan W. Magness, PharmD</td>
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<td>LeeAnn Madrid, PharmD</td>
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<td>MTM Administration- Commercial</td>
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<td>Melissa Olsen, CPhT</td>
<td>Pharmacy Technician</td>
<td>MTM Administration- Medicare Part D</td>
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**CONCLUSION**

The Veridicus Health MTM program is determined to provide high quality MTM services with a consistent standard of care. The mission of the Veridicus Health MTM Program is to improve patient outcomes (clinical, humanistic, and economic) as well as to provide substantial savings to all stakeholders, including the plan. With a CMR completion rate guarantee of 15% or greater, the Veridicus Health MTM Program has demonstrated significant returns on investment for our current clients, which have been validated by
their internal actuaries. The program was able to demonstrate measurable reductions in overall healthcare costs related to hospital admissions, ER visits, outpatient healthcare services, and pharmacy spend.

Veridicus Health prides itself on performance, we guarantee a CMR completion rate of at least 15%, which is well above industry standard. Last year, we delivered a CMR completion rate of 35%. We understand the importance a plan sponsor places on quality cost-effective care. It takes more than the bare minimum to improve health outcomes on a population of members. Recognizing such, we strive to not only qualify an optimal number of members but to also complete as many CMR’s as possible. We pride ourselves on quality work that will provide benefits to both the member and plan sponsor.

REFERENCES

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