



Improving MA Part-D Measures through Health Behavior Management



Background

A large health insurer partnered with MedOrion to leverage our Health Behavior Management platform to help increase medication adherence among its members. The insurer had an established member base with more than 350,000 members in their Medicare Advantage plan and over 150,000 members tracked as part of their Part-D measures.

MedOrion supported the insurer across three H-contracts: a PPO, an HMO, and a PDP. Three medication adherence measures as well as two additional ones were targeted for improvement; Diabetes, RASA for hypertension, statins for high cholesterol, MTM phone calls and SUPD (Statin Use in Persons with Diabetes).

Challenge

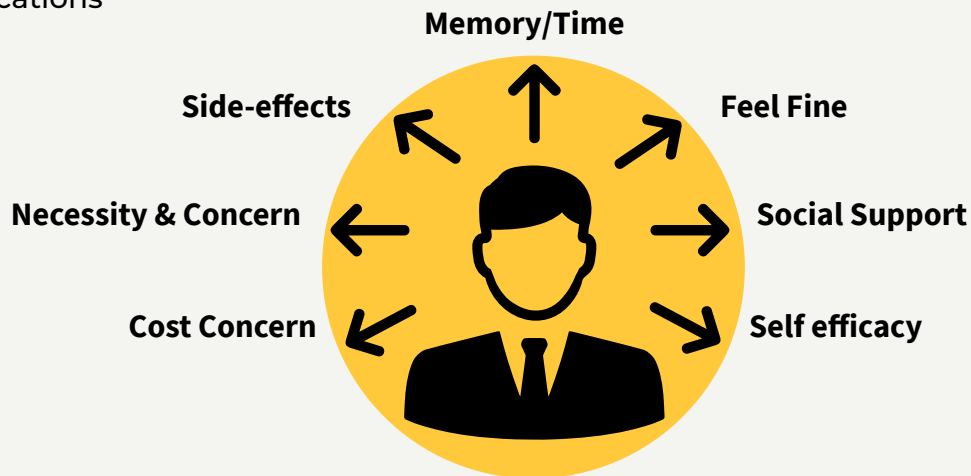
Medication Adherence faces several challenges:

- Improving measures outcomes in a large population
- Individual member's specific non adherence barriers
- Multiple plans and multiple measures, all need to be prioritized and measured according to the organization's most pressing goals and objectives.

Increasing and maintaining high adherence rates is as difficult as understanding the reasons why each member would not adhere to their prescribed medication regime it involves many factors in their decision-making process, additionally, many members sometime fail to see the immediate benefit in MTM calls and don't refill their preventative statin subscriptions (SUPD).

Barriers to action

How do you know what **barriers** are preventing people from taking their medications



Solution

MedOrion's Health Behavior Management (HBM) platform applies behavioral science and AI/ ML methodologies on claims and demographic data, providing the plan with the ability to identify member specific barriers to action. HBM automatically created personally relevant journeys that helped members overcome their barriers to action and positively transform their health behaviors over time.

A dedicated software governance tool enabled the plan to prioritize and optimize the measures based on organizational needs and the members preference. The plan was also able to match the relevant message or "call to action" to the members that needed them and would be most likely to respond.

Results

The Health Behavior Management impact on member response was assessed through a controlled study, dividing the member population into two even groups of test and control, per each measure. Each group included 15,000 - 50,000 members, measure dependent. Over a three month period (Q4, 2020), the following results were observed:

- Results per each measure were statistically significant
- A per measure improvement ranged from 2% to 2.7% vs. a control group across each plan

Financial impact

In October 2021, CMS released updated measure level scores, across thirteen out of fifteen measures, MedOrion contributed to an increase of at least one star per measure, resulting in an additional \$8.2M in revenue for plans.