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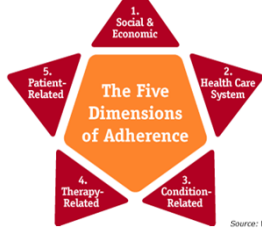
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Objectives:

- Recognize key factors in sub-optimal medication-taking behavior and provide ways to improve diabetes medication persistence using technology
- Interpret and formulate cost-effective clinical pathways to develop strategies for add-on diabetes therapy.
- Illustrate methods of increasing patient engagement using multiple facets of technology and improve clinical outcomes.

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Factors Affecting Medication Taking Behavior



Source: World Health Organization, 2003

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Improving Medication Persistence with Technology

Forgetfulness

- Refill Reminders, MD Visits
- Self-Care Alerts, Screenings

Financial

- Preferred Formulary Agents
- Patient Assistance Programs & Co-Pay Cards



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Improving Patient Engagement

Adverse Events

- Reliable Source of Patient Education

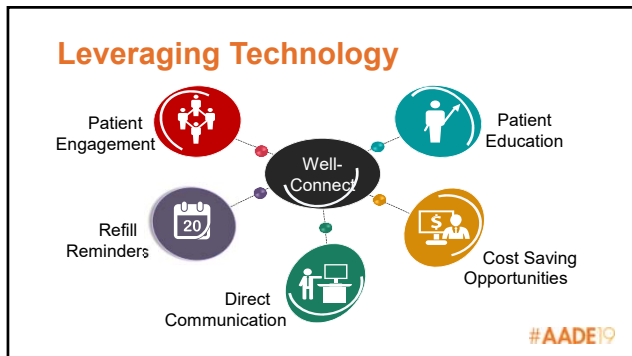
Polypharmacy

- Individualized, Medication Specific Information
- Internal Clinical Opportunities

Health Literacy

- Links to Demonstration Videos
- Direct Access to Diabetes Specialist (CDE)

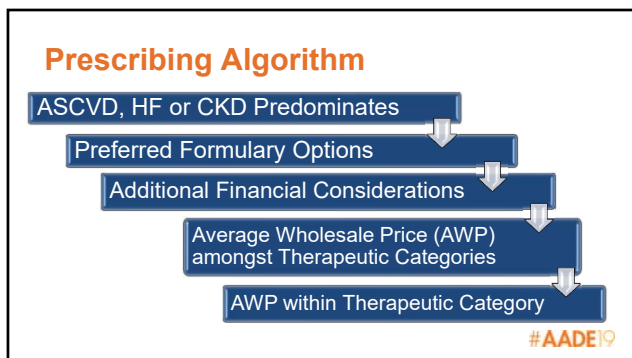
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Cost-Effective Clinical Pathways

- Clinical Guidelines
- Compelling Indications
- Patient-Centered Care
- Risk Stratification Tool
- Framework for Add-on Therapy

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WellConnect: Pilot Project

- 50% Member Engagement in Platform
- Initially Refill Reminders
- Expanded to Member Education Journeys
- Educational Videos, Self-Care Links
- Opportunity to Connect Directly with Diabetes Specialist Pharmacist

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Other Patient Engagement Tools:

- **Sempre Health:**
 - SMS-based engagement tool to incentivize healthy behaviors
 - Encourages patients to refill medications "on-time"
 - Dynamically adjusts copay, activates point-of-sale discounts
- **RxSavingSolutions:**
 - Analyze prescription data to identify savings opportunities
 - Notifications if lower-cost, therapeutically equivalent options exist
 - Personalized "Medicine Cabinet" and "Medication Reminders"

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WellConnect: Text Messaging



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WellConnect: Patient Acceptance

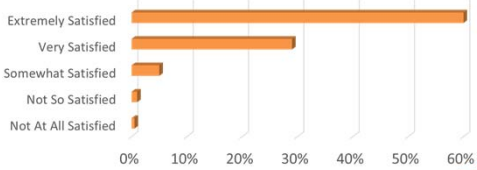
How likely is it that you would recommend WellConnect to a friend or family member?



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WellConnect: Satisfaction Results

How satisfied are you with WellConnect's ease of use? (n=216)



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WellConnect: Patient Thoughts

In your own words, what are the things that you like most about WellConnect?

service user friendly use Simple Thank s medication ordered friendly
 prescription time convenience call works easy use helpful
 Ease use need easy pharmacy refill refill prescription
 convenient always Ease talk reminders phone prompt
 quick Wellconnect stafffast

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