Managing and Improving Diabetes Care Using Innovative and Multi-Faceted Technology Solutions

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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.
Factors Affecting Medication Taking Behavior

The Five Dimensions of Adherence

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

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

Improving Medication Persistence with Technology

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)

Improving Patient Engagement

Source: #AADE19
Leveraging Technology

Cost-Saving Opportunities

Patient Engagement

Refill Reminders

Direct Communication

Cost Saving Opportunities

Well Connect

Patient Education

Cost-Effective Clinical Pathways

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

Prescribing Algorithm

ASCVD, HF or CKD Predominates

Preferred Formulary Options

Additional Financial Considerations

Average Wholesale Price (AWP) amongst Therapeutic Categories

AWP within Therapeutic Category
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

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

![Graph showing patient acceptance](chart)

WellConnect: Satisfaction Results
How satisfied are you with WellConnect’s ease of use? (n=216)

![Bar chart showing satisfaction levels](chart)

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

- service
- convenient use
- time
- easy
- pharmacy
- use
- helpful
- prescription
- refill
- reminders
- phone
- quick
- communication
- staff
- fast

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Questions?