RxAnte® - *Know the future. Then change it.*

RxAnte™ is a leading healthcare improvement company providing advanced analytics that facilitate personalized patient engagement strategies by payers, pharmacy benefit management organizations, and providers. RxAnte is dedicated to better care, improve health, and lower costs across the healthcare landscape.

**PROGRAM OVERVIEW**

Improving medication use is one of the biggest opportunities to better health and lower the cost of care. As a trusted provider, we at RxAnte believe you are in the best position to help improve your patients’ medication use. RxEffect™ is our payer-sponsored program designed to help patients take medications as prescribed and ensure treatment plans conform to evidence-based guidelines.

**What is it for the payers?**

Medicare Advantage plans are held accountable for their performance on quality measures, thus making it a primary mission to improve the health and well-being of the patients they serve. The Centers for Medicare & Medicaid Services (CMS) provides financial incentives to health plans that achieve higher “Five-Star Quality Ratings.” Star Ratings are based on quality of care outcome measures, including adherence to chronic disease medications and evidence-based treatment plans. Health plans that are part of this program are partnering with healthcare professionals who are best equipped to promote safe and effective medication use with their patients.

**PROGRAM TOOLS**

It is easy to participate.

You will have access to our secure, HIPAA-compliant web-based RxEffect dashboard at www.RxEffect.com where you will receive relevant and timely information about your patients’ prescriptions. We use current prescription information to identify your patients who are most in need of your help in taking their medications as prescribed and following treatment plans that comply with evidence-based guidelines. We measure patient outcomes through prescription claims data, which relieves you from having to submit data or documentation.

**We are here to help.**

Please feel free to send your questions to help@RxEffect.com and we will respond within 24 hours. Or call us at (844) 527-0481.

**PROGRAM OUTCOMES**

The goal of this program is to maximize the number of days that patients take their medications as directed. Measuring whether patients are actually consuming their medication is difficult. Instead, we use patient refill data to measure if they have the appropriate amount of medication on hand to be adherent.

The program uses “missed days” to measure adherence, the number of days a patient does not have prescription medication on hand to treat their chronic disease because they did not refill their medication on time. We do not track samples given by a provider, pills split in half to extend the life of the refill, or refills obtained through pharmacy cash programs. In order to track treated days consistently, it is important that patients fill their medication at a pharmacy or through home delivery using their health insurance card.
HOW TO REGISTER

Designate at least one person in your practice who will be responsible for regularly accessing the RxEffect dashboard.

Once contact(s) are determined, they should submit a request for access via their WellCare liaison or manager.

Once a contact has submitted their information, we will make sure it is accurate. Contact(s) will receive an email containing a link to the RxEffect dashboard.

To complete the registration process, contact(s) must:
1. Click on the link within 24 hours of receiving the email
2. Confirm contact information and role in the practice
3. Choose a password
4. Select and provide answers to security questions
5. Agree to the Conditions of Participation

CONDITIONS OF PARTICIPATION

As part of the registration process, you will need to agree to the following Conditions of Participation:

- Yes, I am part of a practice of healthcare professionals.
- Yes, I will designate at least one person in my practice to access the dashboard on my practice's behalf.
- Yes, I commit to review important information regarding “patient status” on the dashboard on a daily basis. Information regarding patients’ adherence to their medications and treatment plans will be refreshed on the dashboard every business day.
- Yes, I commit to participating in webinar-based trainings on a quarterly or as needed basis to learn about new opportunities and to ensure I understand how to use the dashboard as efficiently and effectively as possible.
- Yes, I understand that patients are selected for the program because, based on past behavior, they are at risk of not taking their medications consistently and appropriately throughout the year, regardless of whether patients are currently taking their medications or not.
- Yes, I will proactively reach out to selected patients to encourage and help them resolve issues with a goal of minimizing missed days for each of the medications selected for the program per calendar quarter and address any prescribing opportunities.
- Yes, I am a trusted user of protected health information in compliance with HIPAA, privacy, and portal usage requirements.
NAVIGATING RxEFFECT

After completing the registration process at www.RxEffect.com, you will arrive on the “Home” page.

Note: the screenshots below are illustrative and do not represent real patients or provider practices.

PATIENTS TAB

After logging in, click the “View Patient List” button to display opportunities associated with each patient included in the program.

RxEffect provides several types of opportunities related to improving your patients’ medication use:

- A pill icon indicates an opportunity to improve a patient’s adherence to a given chronic disease medication
- A megaphone icon indicates a prescribing opportunity: either to address an existing prescription that is considered high-risk for the elderly or to address statin use in persons with diabetes
- A blue calendar icon indicates an opportunity to switch a medication prescription to a 90 day supply

Within each adherence opportunity box we note the maximum number of days the patient can miss during the calendar quarter and still clinically benefit from the medication. The goal is for each patient to miss no more than the maximum number of days noted.

At the start of each quarter, new patients are identified, and information is updated on the website daily.

Which patients should you contact first? The patient list is defaulted to the “Contact Soon” filter at the top of the page, and only displays patients with at least one open opportunity.

Patients are listed in order of priority, based on several factors including when they are likely to run out of pills and how many open opportunities they have. Remember that if a patient fills their medication when their refill is due, they will not accumulate any missed days.

A green check mark indicates that the opportunity has been achieved and a red X indicates that the opportunity has been missed for the calendar quarter. All opportunities without a green check or red X are still in-play and should receive your valuable attention to keep these patients on track.
To maximize performance, visit RxEffect on a daily basis to:

- Keep patients from accumulating missed days in the quarter for each medication they take. Not all patients that you serve will be part of this program. Likewise, some patients may appear on your list even if they currently don’t have any missed days for a given medication.
- Address any prescribing opportunities, such as ensuring patients’ treatment plans conform to evidence-based guidelines. Once our claims information confirms you have addressed the prescribing opportunity, a green check will appear next to the icon.

Clicking on a given opportunity will expand the box to display more detailed information, including the call to action and the ability to give feedback.

The top section of the opportunity box includes:
- the therapy area,
- the patient’s contact information, and
- the call to action.

The next section summarizes the patient’s most recent prescription fill to treat this therapy, including:
- the medication name and days supply,
- the remaining days with medication on hand,
- the last fill date,
- which provider prescribed the medication, and
- which pharmacy dispensed the medication and their phone number.

If your office has discontinued this medication for the patient, provide feedback here and we will remove the opportunity from the patient’s record.

The final section includes a barriers assessment, to help better manage your patient’s care. Please let us know which barriers contribute to your patient’s non-adherence to his or her medication.

Click “next” in the upper right-hand corner to advance to the next opportunity. To close the opportunity box, click on the X.
To view more information about a particular patient, simply click on the patient’s name.

The “Patient Details” page allows you to:

- Print a summary of the patient’s information
- Leave notes about a patient’s status or communications with them
- Send feedback about patients who are no longer with your practice, deceased, or in hospice or long-term care

RESOURCES TAB
The “Resources” tab has a variety of materials you and your practice can use as you implement the program. You can submit a question to us from this page as well.

On the tab you will find:

- Proven strategies to address medication adherence
- Frequently asked questions
- Help desk contact information
- Training videos
- Upcoming webinar-based trainings
MOST PATIENTS RESPOND TO PERSONAL DIRECTION FROM THEIR HEALTHCARE PROVIDER.

STRATEGIES AND TIPS
Proven strategies for promoting medication adherence.

Studies show that patients are most likely to take their medication or stick to a treatment plan when trusted healthcare professionals talk to them about their medication and follow-up to make sure the treatment is working.

The following are three simple steps to increase your patients’ adherence to medication and treatment plans and improve outcomes.

1 Reach out and ask questions

Have an active conversation with your patient to:

- Check their understanding of the reasons for each therapy: “Do you remember why I prescribed a statin for you?”
- Reinforce how to take the medication; find out if they are having trouble taking it: “Can you walk me through how you are taking your diabetes pills?”
- Help them recognize the signs that the medication is working: “The last time you were in the office, your blood pressure was down 15 points. That means the medicine is working well. Great job—keep up the good work!”
- Let them know you are monitoring their adherence: “I will check back with you in a few weeks, just to make sure everything is going okay. Please do not hesitate to call in the meantime if you have any concerns or questions.”

2 Schedule two follow-up visits between now and the end of the year

Patients whose providers see them routinely for follow-up visits are more likely to stay on their medications. One effective way to reinforce adherence is to recommend two visits—one right away and a second before the end of the year. Letting the patient know you want to review their treatment program and answer any questions or concerns at these visits reinforces the importance of taking their medications every day as directed, until the appointment.
THE MORE YOU DO, THE BETTER RESULTS YOU WILL SEE. HERE ARE TEN TIPS TO HELP IMPROVE MEDICATION AND TREATMENT ADHERENCE.

3 Make it easy to adhere to treatment

Suggest the patient switch their prescription to a 90-day supply. They can pick up their new prescription at a pharmacy or get it through home delivery.

Three-way calls between you, your patient, and the payer are effective because they allow you to authorize refills on-the-spot. Be sure to listen for problems the patient might be having with their medication, such as side effects, cost, or just trouble remembering to take it. You can often address these common barriers with changes to the regimen or a little coaching.

Finally, to provide accurate patient information on RxEffect, your patient must use their insurance ID card for every prescription. Note: Some pharmacies do not use a patient’s ID card when filling certain generic medications. To ensure we have complete and accurate adherence information, the patient should request the pharmacy to run their health insurance ID card for every refill.

MORE TIPS FOR IMPROVING MEDICATION

1 Engage the patient

Doctors, nurses, and care managers who have been successful in helping patients have found that body language can influence a patient. So when you prescribe a medication and talk to the patient about it, make eye contact, smile, and lean forward.

2 Share the decision

Discuss the patient’s treatment options and the pros and cons of different regimens (e.g., the side effects, the route of administration, when and how often to take the medication, etc.). Ask the patient which choice they prefer.

3 Talk it through

Ask patients to tell you the medications they take, why they take each one, and how they take them. If they have difficulty, you will need to provide additional support.

4 Involve caregivers

For many older patients, a family member or friend manages or even administers their medication. Ask if anyone helps get and take their medication. If so, make sure the caregiver fully understands your instructions.
5 Establish a routine
Adherent patients often link medication schedules with their daily activities. One suggestion is to put the medication on their nightstand or in another place where they will see it at the right time of day.

6 Set expectations
It is important to tell patients what they can expect from their medication, how it should make them feel, and how it will affect the conditions the medication is managing (e.g., blood pressure, cholesterol level, blood sugar numbers). That way they are more aware of whether the medication is working as it should.

7 Find out if cost is a barrier
For some patients – particularly those on several medications – cost can be an issue. Ask the patient: “The cost of medication can really add up. Do you ever have trouble affording your medication?” If the answer is “yes,” consider changing from name-brand to generic drugs when available. Also suggest the patient enroll in prescription home delivery. Both can potentially save them hundreds of dollars per year.

8 Have patients bring their medication bottles
Ask patients to bring all their medication bottles with them to their appointment with you. Reconcile your record of active medications with what they are taking. Then identify any possible interactions and issues that could lead to preventable problems. Be sure to note the pharmacy labels and ask about any that appear to be overdue for a refill.

9 Look for signs the medication is working
Take every opportunity to measure blood pressure, cholesterol, and blood sugar/hemoglobin A1c. When patients see their numbers improve, they are more motivated to continue their treatment and get the full benefits of therapy.

10 Let patients know adherence is important
Call the patient right away—do not wait until the next scheduled visit to make the first outreach. The goal of the program is to achieve a high rate of adherence for every patient this year. The sooner identified patients are contacted, the greater the likelihood of success. If you get an answering machine, ask the patient to call back and leave your name and number. Keep trying until you are able to speak with them.
ABOUT RxANTE®

RxAnte’s healthcare predictive analytics and decision support improves population-level medication use on behalf of health plans, pharmacy benefit management companies, pharmacy chains, and healthcare providers. The health technology company is transforming how organizations work with healthcare professionals, care management intervention providers, and patients to promote the safe and effective use of prescription medications. Created by subject matter experts in medication adherence, health IT, and advanced analytics, the “RxAnte System” is a patent-pending platform that includes predictive and decision analytics, advanced evaluation methods, and an innovative platform for provider engagement. Learn more at www.rxante.com or follow us on Twitter.