



OPTUMRx DIABETES MANAGEMENT PROGRAM

Addressing the needs of all diabetic members



Market problem

Diabetes imposes a substantial burden: higher medical costs, lost productivity, premature mortality, and reduced quality of life.¹



Diabetes is one of the **top 5 chronic conditions** in the U.S.¹



More than **20% of all health care spending** is for diabetes.¹



Unmanaged diabetes can lead to **kidney failure, amputations and blindness**.²



Diagnosed diabetes costs were \$327 billion in 2017 **up 26% from 2012**.¹

The OptumRx® Diabetes Management program can control costs and help members achieve positive health outcomes.

Diabetes requires careful management. This program provides targeted guidance and services designed to prevent costly and clinically dangerous complications.

Diabetes in the workplace

Impact to employers

\$327 billion: total cost of diagnosed diabetes in 2017. This includes **\$237 billion** in direct medical costs and **\$90 billion** in reduced productivity.

Indirect costs include¹:



\$2B Reduced productivity for those not in the labor force.

\$3B Absenteeism

\$20B Lost productivity due to early death.

\$27B Reduced job productivity while at work.

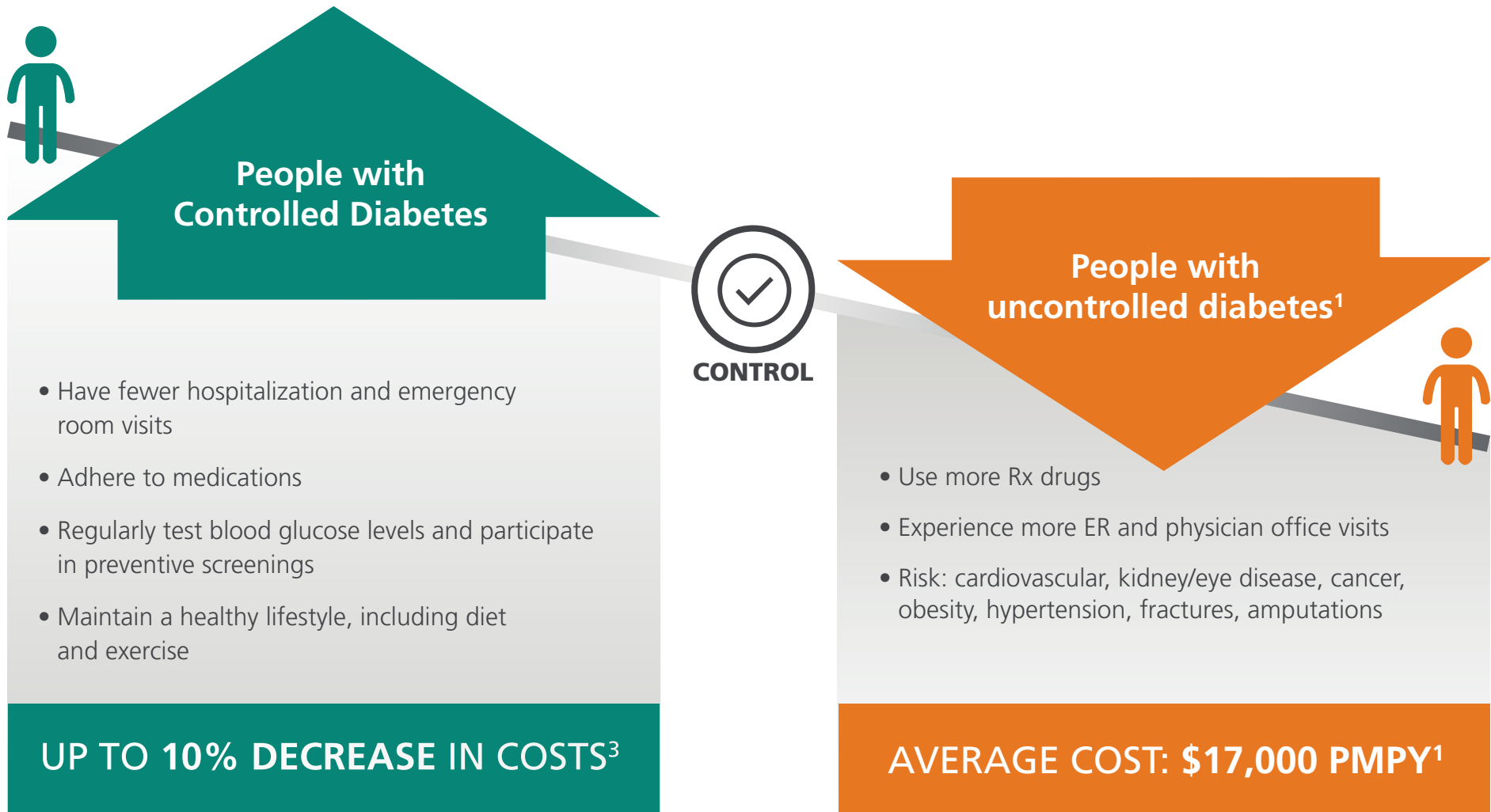
\$38B Due to disease-related disability and inability to work.

\$90 BILLION
REDUCED PRODUCTIVITY



Controlling diabetes

Reduces disease complications and overall health care costs



Evidence-based engagement strategy varies by risk



- Predicts high-risk factors
- Categorizes high vs. low risk diabetics

Lower-risk diabetics
need proactive care



High-risk diabetics
need higher-touch care

STANDARD SOLUTION FOR ALL MEMBERS



Educate
Diabetes literacy



Monitor
Medication adherence



Resolve
Close gaps in care

HIGH-RISK RECEIVES STANDARD AND ENHANCED ENGAGEMENT



Connected Devices
Cloud meter and digital



Counseling
One-on-one



Providers
Engaged for therapy changes



Incentives
Free supplies (no copay)

OptumRx Diabetes Management Program

Addressing needs through an evidence-based approach

Engagement strategy varies by risk and aligns with ADA guidelines.

Lower-risk diabetics
need proactive care



High-risk diabetics
need higher-touch care



OPTUM IQ™
Machine learning model

- Predicts high-risk factors
- Categorizes high vs. low risk

All diabetic members



Educate
Diabetes literacy



Monitor
Medication adherence



Resolve
Close gaps in care

Higher-risk members receive additional engagement



Connected Devices
Cloud meter and digital



Counseling
One-on-one



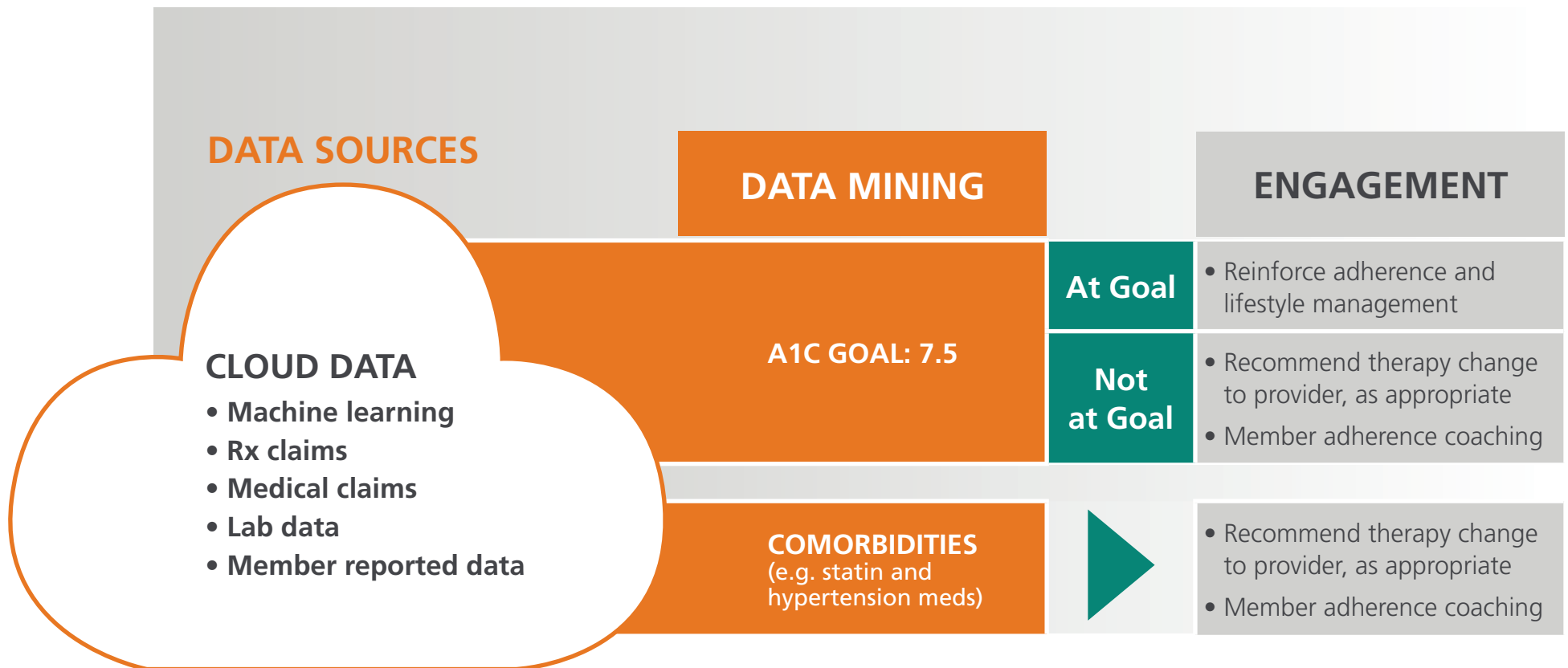
Providers
Engaged for therapy changes



Incentives
Free supplies (no copay)

Optimizing therapy management

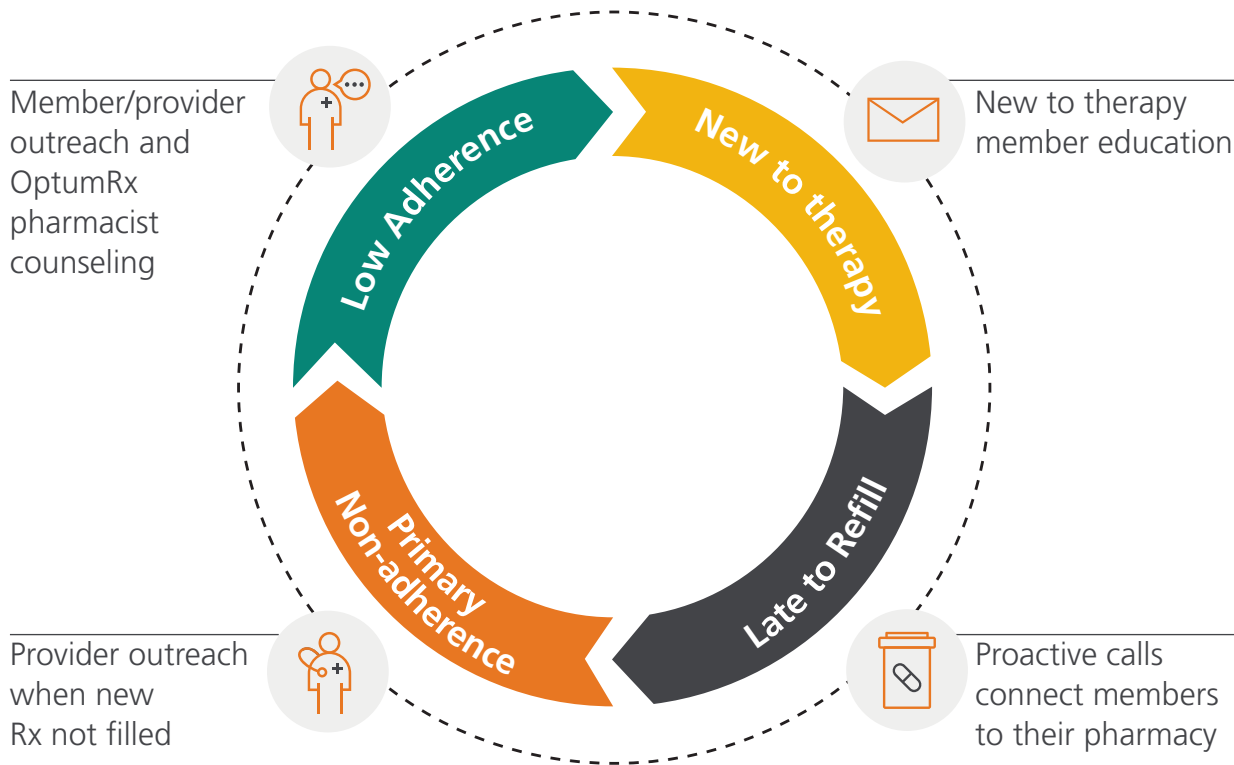
OptumIQ advanced analytics and pharmacist engagement combine for improved health care outcomes.



Medication adherence monitoring

For all members with diabetes

Targets member and providers at key therapy points using multiple channels.



We monitor medication compliance for antidiabetic therapy and 18 other medical conditions, including common co-morbidities associated with diabetes.

- Asthma
- Anticoagulants
- Anticonvulsants
- Antidepressants
- Antiplatelet Agents
- Antipsychotics
- Antiretroviral
- COPD Meds
- Diabetes
- Hep C
- High Cholesterol
- Hypertension
- Inflammatory
- Multiple Sclerosis
- Bisphosphonates
- Oral Oncology
- Pulmonary Hypertension Drugs
- Transplant

One-on-one counseling

For high-risk members with diabetes

Pharmacist-certified diabetes educators drive personalized consultations.



Automation drives better health outcomes

- Captures A1C scores from cloud-based meter
- Compares A1C levels with standard medication ranges
- Scans for gaps in care, safety and adherence across all diseases
- Stores profile information for a complete member snapshot
- Engages providers for clinical concerns



Personalized care and ongoing monitoring are key to improving diabetes health.

Closing Gaps in Care

For all members with diabetes



We evaluate each member's claim history after a prescription has been dispensed. Our goal is to identify prescribing issues that are unsafe, ineffective, or inconsistent with evidence-based standards of care, and then alert the prescribing physicians.



Identify and close gaps in medication therapy



Improve compliance and lower health care costs



Effective with chronic conditions like diabetes and cardiovascular disease

Identification

- Retrospective review of member claims
- Identify gap closure opportunities

Intervention

- Provider intervention and provider-specific reporting
- Lists members and clinical rationale

Evaluation

- Post-intervention evaluation via claim review
- Clinical issues resolved & total health care savings

Cloud-based connected care

Every diabetes program participant receives a \$0 copay smart meter and testing supplies.

Premium formulary member receive a cloud-based OneTouch Verio® Flex meter.

Select formulary members receive a cloud-based OneTouch Verio® Flex meter or Accu-Chek® Guide meter.

- ✓ Members receive a letter explaining how to get their and supplies.
- ✓ Their doctor can provide a prescription can be filled at the pharmacy of their choice.
- ✓ Members can call their Certified Diabetes Educator (CDE).
- ✓ Meter testing results are shared via mobile app or on the web.



OptumRX integrates testing data from the cloud-based meter into a member's profile for enriched coaching.



Diabetes member journey: John's story

High-touch engagement helps prevent serious/costly events



John, age 57

Suffers from diabetes, hypertension and high cholesterol



Machine learning identifies John as high-risk based on his complex patient profile.



1:1 counseling supports John in making better health choices and getting the most from the program

1

OptumIQ machine learning identifies John as a high-risk diabetic based on his medical history, utilization patterns and other data points. **He is enrolled in the high-risk component of the OptumRx Diabetes Management program.**

2

When John receives his **welcome letter**, he calls to request his **free cloud-based meter and supplies**. He begins coaching with Judy, **an OptumRx pharmacist and certified diabetes educator**.

3

Judy assesses John's **adherence, gaps in care and general health** information. **Using data from John's meter**, Judy determines that John's blood glucose levels **were out of normal** range the past few weeks. Judy calls John for a second session and he **admits that he has not been consistent** with his medication or testing.

4

Judy **develops a nutrition plan and goals for John** to maintain until their next session. She also reinforces the importance of adherence, testing and annual eye/foot exams. John **learns to set an alarm** to test and take medications. John's adherence begins to improve, and his blood glucose levels remain consistent.

Diabetes member journey: Maria's story

Helping a diagnosed member prevent complications



Maria, age 43

Taking metformin for diabetes



Engaged low-risk members may avoid health issues later.



Alerts and outreach help identify and resolve adherence issues.



Our rules engine and provider engagement help close gaps in care.



Members can save time and money through home delivery.

1

Machine learning flags Maria as low-risk for diabetes complications. So she is enrolled in the low-risk, proactive component of the OptumRx Diabetes Management program.

2

Maria receives a **welcome letter**. When she forgets to refill her metformin prescription, **the system identifies her as "late to refill."**

3

OptumRx calls Maria and connects her to her last dispensing pharmacy. The pharmacist refills Maria's metformin **and the adherence issue is closed.**

4

Maria is diabetic but she is not currently on a medication to protect her kidneys. The **automated clinical rules engine flags this as a "gap in care."**

5

OptumRx alerts Maria's provider, who recommends lisinopril. Per Maria's request, the doctor calls in a 90-day supply to OptumRx **Home Delivery Pharmacy.**

6

OptumRx Home Delivery Pharmacy ships the lisinopril prescription and **the gaps-in-care issue is closed.** Maria is adherent to her new medication moving forward, which successfully keeps her kidney function intact.

How our Diabetes Program compares

Flexibility to meet individual needs across the care continuum

Comprehensive and modular solution, offering more than simple standalone features



Stratify member risk levels through OptumIQ data insights and Machine Learning



Provide individualized care beyond current conditions to support total well-being



Offer expert guidance and care for members through certified Diabetes specialists



Member Benefits

- **Monthly risk scoring** using advanced data sets
- Case management and **adherence engagement**
- Individualized **education and support**
- **Free cloud meters** and test strips
- **Daily adherence tracking**
- **Monitoring** for out of range blood glucose trends



Client Benefits

- **Comprehensive reporting**
 - Quarterly or annually
- **Flexibility in setup**
 - Tailored outreach to at-risk populations
 - Programmable high-risk threshold targeting
- **Accuracy** in assessing financial impact
 - Member engagement drives case management program costs
 - Preferred test strip use drives down member cost



Provider Benefits

- **Engagement to optimize** therapy for high-risk members
- **Alerts** for primary nonadherence and low adherence
- Recommendations on **gap closure opportunities**
- **Continued communication** for out-of-range blood glucose readings

Metrics reporting

Diabetes adherence and gaps in care



Value of machine learning

>50% of members engaged through outreach **have A1c values not at goal**

- ✓ Reinforces the opportunity to deliver meaningful care



11% overall adherence rate lift

PDC improvements resulting from member and provider interventions



37% nonadherence intervention success rate

converting nonadherent intervened diabetic members to **adherent**



25% gap closure success rate

identifying and closing gaps in care relative to cardiovascular/renal protective medications



Top ranked gap closure opportunity

Statin in therapy **ranked #2** in gap closure success and **#1** in total health care savings achieved

PDC = Proportion of Days Covered, a measure of adherence calculated as the number of days with medication on hand divided by the number of days in the specified time period. Results may vary based on opportunities for interventions and member engagement. Figures included represent a book of business analysis for a large commercial health plan client with ~1M member lives conducted August 2019,

What to expect

The OptumRx Difference

Better outcomes and total cost of care

Multichannel outreach and engagement with members and providers

Tailored education and counseling

Synchronized care across the Optum enterprise

Our Commitments to Our Clients



Putting our clients **first**, offering flexibility and options to problem-solving



Partnership and **understanding** to meet business as well as member health needs



Integration and ongoing operational excellence in approach



Innovation, data and clinical insight and advanced technologies to **optimize** program results

See how we can help

OptumRx is a full-service pharmacy care services company serving more than 65 million members with innovative prescription drug benefits services. Our resource library is full of great ideas and examples of how we are helping clients achieve better health outcomes and lower overall costs.



OptumRx is part of Optum®, a leading information and technology-enabled health services business dedicated to making the health system work better for everyone.

Statement regarding financial influence

This article is directed solely to its intended audience about important developments affecting the pharmacy benefits business. It is not intended to promote the use of any drug mentioned in the article and neither the author nor OptumRx has accepted any form of compensation for the preparation or distribution of this article.

References:

1. American Diabetes Association. Diabetes Care. [Economic Costs of Diabetes in the U.S. in 2017](#). Published March 2018. Accessed on February 13, 2019.
2. Centers for Disease Control and Prevention. [Diabetes and Prediabetes](#). Last updated: January 24, 2019. Accessed on February 13, 2019.
3. Journal of Managed Care Pharmacy. [Medical claim cost impact of improved diabetes control for Medicare and commercially insured patients with type 2 diabetes](#). Published October 19, 2013. Accessed on February 13, 2019.



optumrx@optum.com

2300 Main Street, Irvine, CA 92614

All Optum trademarks and logos are owned by Optum, Inc. All other trademarks are the property of their respective owners.

M54610-W3 4/19 © 2019 Optum, Inc. All rights reserved.