With the myriad of strategies aimed at reforming our nation’s healthcare system receiving mixed results, efforts focused on improving medication use have been among the most effective, translating into improved quality and lower costs. This white paper explores two such strategies, Medication Therapy Management (MTM) and Medication Synchronization (Med Sync), their complementary nature, and synergy to be realized through their integration.

Since 2006, the requirement by federal law of health plans to offer MTM as a component of the Part D prescription medication benefit has expanded the traditional scope of community pharmacy services. The Affordable Care Act of 2010 (ACA) further expanded MTM, the goal of which is to prevent and resolve medication-related problems and achieve desired clinical benefits from medications.1

While MTM provision is not exclusive to pharmacists, their education and training distinguishes them as the logical providers of MTM.2 In fact, 99.5% of all health plans engage pharmacists for this purpose.3

Concurrently, Med Sync, which focuses on coordinating refills of chronic medications to fall on the same pharmacy appointment date each month, has evolved as a very powerful tool in promoting medication adherence.4

While both pharmacist-delivered MTM and Med Sync have demonstrated significant value, technology to automate and integrate existing processes is needed in order to scale successful community pharmacy adoption of these services and widespread improvement in medication use.

"Pharmacists are the leading providers of MTM services and are utilized by 99.5% of health plans."
IMPROVED MEDICATION USE: A HEALTHCARE IMPERATIVE

Appropriate medication use is the cornerstone of effective treatment and management of chronic diseases, which account for 84% of today’s $3 trillion healthcare budget. Yet, the costs of medication-related problems are enormous and growing. Two-thirds of patients do not take prescribed medications as directed, with more than 20% of new prescriptions never filled. The estimated cost of medication non-adherence alone exceeds $337B. This figure, while staggering, does not account for the costs of other problems related to appropriateness, effectiveness, and safety of medications.

In 2011, NEHI, a national health policy institute that fosters innovation to improve healthcare quality and lower costs, concluded upon reviewing seven leading strategies to advance these objectives that, “if we could do just one thing to improve health outcomes and lower cost, the greatest single opportunity before us is to help people take their medications correctly.” The two primary methods available to pharmacists to accomplish this today are MTM and Med Sync. Scaling delivery of pharmacist-provided MTM and Med Sync through integration is essential to improving healthcare.

MTM AND MED SYNC: COMPLEMENTARY SOLUTIONS FOR BETTER MEDICATION MANAGEMENT

MTM programs provide opportunities to improve medication use by engaging the pharmacist to address regimen appropriateness, effectiveness, safety, and adherence, as well as to identify cost-savings opportunities, while decreasing overall healthcare costs.

Medication Synchronization programs drive adherence and reduce medical costs. Additionally, implementation of Med Sync perpetuates the Appointment Based Model, which affords pharmacists more time to provide other valuable patient care services, including MTM.
MTM AND MED SYNC: CORE FEATURES

While MTM and Med Sync exist largely as distinct programs today, integration of the two would eliminate functional overlap and strengthen their collective impact.

MTM
- Interventions for both beneficiaries and prescribers
- Annual Comprehensive Medication Reviews (CMRs), including prescription and non-prescription medications, as well as dietary supplements, provided by a pharmacist with a beneficiary either face-to-face or by telephone, after which the patient is provided a summary Medication Action Plan (MAP) and Personal Medication List (PML) from the pharmacist
- Quarterly targeted medication reviews, with follow-up interventions, as necessary

Med Sync
- Synchronization of a patient’s chronic medications so that all of the patient’s prescriptions can be picked up at one visit to the pharmacy each month
- Monthly review of the patient’s medications and check-in with the patient prior to filling to assess on-hand quantities and identify any transitions in care that may warrant medication reconciliation
- Monthly appointments for prescription pick up and pharmacist-patient engagement to address any medication-related problems, adherence issues, conduct physical assessment, provide any needed education related to medications, devices, or conditions, and answer any questions
MTM AND MED SYNC: POTENTIAL IMPACT

According to estimates by the IMS Institute, better medication management could produce $213 billion in savings annually, of which $105 billion would be from improved adherence.⁹

- **Appropriateness**
  - Initiate necessary medications not being taken
  - Eliminate unnecessary medications
- **Effectiveness**
  - Identify most effective medication in specific patient
  - Increase dosages to effective levels
- **Safety**
  - Identify adverse reactions
  - Eliminate toxicities
- **Adherence**
  - Ensure adherence after any issues related to appropriateness, effectiveness, and safety have been resolved¹⁰

Projected Savings from Medication Management: $213B Annually

$108B

$105B

- Adherence
- MTM
MTM AND MED SYNC: MEDICARE PART D DEMAND FOR PHARMACY MEDICATION MANAGEMENT PERFORMANCE

The pressures of Accountable Care to improve quality and lower costs of healthcare are spurring the demand for MTM and adherence-focused strategies. Prescription Drug Plans (PDPs) and Medicare Advantage Plans with Prescription Drug benefits (MA-PDs) have a significant stake in the ability of pharmacies to move the needle on triple-weighted performance measures. As three of these are adherence measures (diabetes, hypertension, and hyperlipidemia), Medication Synchronization is a powerful tool in improving Star Ratings for these plans.

With the addition of the CMR Completion Rate measure in 2016, the Star Ratings measures have become an even stronger driver of the demand for high performance medication management services by pharmacy. Plans gravitate to pharmacies that produce the desired results, and exclude non-performing pharmacies from their networks.
MTM AND MED SYNC: NON-PART D MEDICATION MANAGEMENT OPPORTUNITIES FOR PHARMACY

MTM programs outside of Part D have produced strong results, including those within Medicaid, private self-funded entities, municipalities, and commercial health plans. These program features may differ from CMS Part D MTM. At least 20 states have adopted MTM programs for Medicaid and at least three states offer services for state employees. Among self-funded employers and municipalities, programs have shown significant positive ROI and present growing opportunities for pharmacy. Health plans are also evaluated on their commercial population performance by the National Committee for Quality Assurance (NCQA), which uses the Healthcare Effectiveness Data and Information Set (HEDIS) measures for this purpose. Plans rely on pharmacies within their network to help improve HEDIS measure performance.

Additionally, the Patient-Centered Primary Care Collaborative (PCPCC) recognizes comprehensive medication management services as an integral part of Patient-Centered Medical Home (PCMH) models. In 2012, recognition of the value of MTM was highlighted in a report by AARP advocating MTM programs as, “the solution to the medication use problem in the United States.” In the same year, the Congressional Budget Office (CBO), for the first time in history, recognized a direct link between medication adherence and overall medical costs. The CBO concluded that a 1% increase in prescription medication use results in reduced spending for medical services of roughly 0.2%. Accordingly, a 1% decrease in prescription medication use would result in an increase in medical spending of roughly 0.2%.

Pharmacy’s ability to capitalize on and perpetuate growth of medication management opportunities such as these requires automation and integration of medication management into pharmacy workflow, allowing pharmacies to manage patient care as effectively and efficiently as they fill prescriptions today.
MEDICARE PART D MTM TO DATE: UNREALIZED POTENTIAL

Despite the positive impact of existing MTM programs on medication use, widespread adoption has not materialized. In 2016, the CMR completion rates averaged 15% - 30% nationally.\textsuperscript{14} As highlighted earlier, the addition of a CMR Completion Rate Measure to the CMS Star Ratings places pressure to perform on both health plans and pharmacies.

“MTM Programs currently have a \textbf{nationwide CMR Completion Rate of 15-30\%.} Advances in automation and integration are needed to meaningfully \textbf{improve CMR completion rates.}”

Adherence researchers have proven that face-to-face delivery of medication management services is three times more effective than telephonic communication.\textsuperscript{15} Still, less than one-third of health plans currently allow the option of face-to-face MTM provided by the patient’s local pharmacist. Enabling successful System automation and integration are the keys to building care capacity at the local pharmacy level, where established patient relationships can be leveraged to meet performance requirements related to CMR Completion Rate.

FACTORS IMPACTING PHARMACY WITH LOW CMR COMPLETION RATES

**Integration**

- No way to link CMR opportunity to patient at time of pharmacy visit
- No intelligent workflow integration
- Multiple MTM platforms requiring duplicate entry of medications
- No IVR integration to make interactive CMR offer during inbound calls
- No way to prioritize patient interventions based on time sensitivity or opportunity to improve performance measures

**Automation**

- No automated scheduling system
- No easy way to program automated reminder calls for established patient appointments
- Inefficiency, challenging cost-justification of MTM service delivery
MTM-MED SYNC SYNERGY

As separately functioning programs, the features of MTM and Med Sync are highly complementary; however, only when the two programs are integrated on a single platform, with the Med Sync component being comprehensive and fully automated, are pharmacies able to harness patient care capabilities that are much stronger than the sum of the parts. The Med Sync infrastructure has a positive impact on the pharmacy’s workflow and efficiency. It drives monthly pharmacist-patient appointments that establish a longitudinal relationship with patients enrolled in Med Sync. Integration allows the pharmacy to proactively know that the CMR is due and conduct the CMR on the patients’ regularly scheduled monthly visit to the pharmacy.

Interactive Voice Response (IVR) integration added to the scenario described above gives the pharmacy additional significant differentiation and competitive advantage in driving CMR completion rates. An IVR-assisted interactive offer for program enrollment of targeted patients during the inbound call has shown an acceptance rate of as high as 70%, vastly different from the current national CMR completion rate of 15-30%.

A fully automated, comprehensive Med Sync solution, in all respects, serves as an efficiency multiplier for the entire integrated system. The hallmark of this integration is a completely guided workflow, and improved efficiency afforded by the Med Sync process, which provides the pharmacy additional time to perform CMRs, Targeted Medication Reviews (TMRs), and drive adherence across therapeutic categories. This integrated approach allows pharmacy to realize its full potential in medication management and actively engage as a member of the healthcare team.

An integrated systems approach is the solution that community pharmacy needs to move from transaction-based episodic care, to holistic, longitudinal patient care.
BENEFITS OF LONGITUDINAL VS. EPISODIC CARE

While Medicare Part D MTM components introduced a tremendous opportunity for pharmacists to positively impact patient outcomes, the structure of a single annual CMR and four TMRs is not adequate for the level of complexity of medication regimens that exist for many Medicare beneficiaries.

From the payer perspective, there is an increasing demand for a more flexible patient care process that allows health plan care coordinators to engage provider pharmacists as active members of the healthcare team. By integrating MTM with comprehensive, automated Med Sync, the pharmacy is able to identify patients at highest risk and provide high touch patient care that occurs seamlessly in a longitudinal pharmacist-patient relationship.

When integrated with Med Sync, MTM becomes a care process. The monthly medication review that is central to a comprehensive, automated Med Sync program becomes part of MTM service delivery, allowing the pharmacy to anticipate TMRs and address/resolve them during scheduled monthly encounters.

One of the key benefits of longitudinal care is the relationship that develops between pharmacist and patient. Research shows that 69% of the $3 trillion spent annually on healthcare in the U.S. is “heavily influenced” by personal behaviors. Integrating MTM with Med Sync positions the pharmacist to assist patients in achieving behavior change needed to better manage chronic disease and provide positive reinforcement to sustain that change through health coaching.

Utilizing motivational interviewing techniques, pharmacists are able to assist patients with self-management. As leading providers of MTM and Med Sync, as well as providing medication reconciliation, physical assessment, vaccinations, and other services, pharmacists are front line in patient care to optimize medication use, and promote and sustain personal behavior change needed to effectively manage chronic conditions and serve as active members of the healthcare team.
OMNICELL: INDUSTRY LEADER IN PLATFORM INTEGRATION TO ASSIST PHARMACY IN THE DELIVERY OF PATIENT-CENTERED HEALTHCARE SOLUTIONS

Omnicell is dedicated to delivering results by providing patient-centered pharmacy solutions, with demonstrated ability to improve health outcomes and reduce healthcare costs by virtue of platform integration that allows technology-guided, holistic, longitudinal pharmacy interventions.

Omnicell’s technology strength, robust analytics capabilities, and current data integration gives Omnicell unprecedented opportunity to provide unparalleled integrated solutions to community pharmacies and facilitate care coordination between community pharmacy, hospitals, health plans, and other payers and healthcare providers to improve health outcomes and reduce costs.

With highly talented, seasoned clinical, development, and analytics teams, as well as sales executives and support teams, Omnicell represents a depth and breadth of innovation, expertise, and experience unparalleled in the industry.

Omnicell’s integrated Patient Management Solutions assist pharmacy in effectively managing patient medication needs via a single location, Omnicell’s Patient Engagement platform. Omnicell’s Patient Engagement platform proprietary clinical rules alert pharmacists to the need for each intervention by patient. Additionally, the platform provides technology-assisted workflow, documents specific task completion, and tracks results. Omnicell Patient Engagement guides in-pharmacy and call center staff to provide the right interventions to the right patients at the right time. Omnicell solutions position community pharmacy to be an active member of the healthcare team.
Omnicell’s Analytics Team monitors trends and provides compliance and outcomes reporting. Pharmacy partners have access to a dedicated portal to track activities and results. Omnicell’s unique, highly effective approach is directly related to its twenty-five-year history of providing workflow and patient communication solutions to pharmacies. Omnicell’s programs are comprehensive and multi-dimensional, in that they include a mix of automated patient communications (appointment setting via outbound IVR, refill reminders, SMS/text messaging, e-mail) and face-to-face interactions between pharmacists and patients. Omnicell’s protocols are evidence-based and reflect continually evolving best practices. Omnicell works with pharmacy partners and payer clients to understand their needs and the needs of their patient populations related to adherence, health conditions, gaps-in-therapy, educational and behavioral change needs, and tailors programs and protocols to those specific needs.

Omnicell’s Med Sync has proven to drive near-perfect adherence with more than one million patients, is growing, and is a central feature of Omnicell’s Patient Engagement platform. While Omnicell’s MTM and other Patient Management Solutions can be utilized apart from Med Sync, Med Sync provides the infrastructure for a fully integrated process that is truly transformative for community pharmacy.

### Chart: Omnicell’s Med Sync adherence solution drives near-perfect adherence across therapeutic categories

- **Diabetes**: Enrolled Med 84.3%, Not Enrolled Med 64.2%
- **Hypertension**: Enrolled Med 87.6%, Not Enrolled Med 68.1%
- **Hyperlipidemia**: Enrolled Med 86.9%, Not Enrolled Med 71.9%
- **Cardiovascular**: Enrolled Med 85.0%, Not Enrolled Med 70.6%
- **Mental Health**: Enrolled Med 80.1%, Not Enrolled Med 55.8%
- **Other**: Enrolled Med 83.0%, Not Enrolled Med 58.8%
- **Respiratory**: Enrolled Med 69.1%, Not Enrolled Med 43.6%
- **Ulcer**: Enrolled Med 79.5%, Not Enrolled Med 53.3%
OMNICELL’S PATIENT ENGAGEMENT INTEGRATED MTM-ADHERENCE PATIENT MANAGEMENT SOLUTIONS

MTM

- CMS CMR, PML, cover letter requirements
- Medication therapy review/discussion of concerns
- Collection of purpose of each medication
- Collection of instructions of each medication
- Assessment of therapy (Rx, non-Rx, supplements)
- Beneficiary engagement
- MAP, PML, and cover letter (if provided remotely) provided to patient
- Omnicell has mapped the 2014 Part D sponsor MTM program requirements, per 42 CFR §423.153(d) and has capability to meet requirements in each of the identified 12 categories:
  - MTM program design
  - Enrollment and targeting
  - Targeted beneficiaries
  - Required MTM services
  - Comprehensive Medication Review (CMR)
  - Cognitively Impaired Beneficiaries (in any setting of care)
  - Optimizing the delivery of MTM in long term care settings
  - Instructions for implementing the standardized format
  - Targeted Medication Review (TMR)
  - Coordination of care
  - Beneficiary awareness
  - Outcomes measurement

Adherence

- Omnicell Med Sync Solution
  - Patient identification
  - Patient enrollment
  - Patient follow-up
  - Prescription Fulfillment
  - Patient engagement
  - Longitudinal patient management
- Medication Adherence Scorecards
  - Medicare Stars
  - High-risk medications
  - Gaps-in-therapy
  - Adherence Diabetes
  - Adherence Hypertension
  - Adherence Cholesterol
  - Medication history
  - Immunization opportunities
- Proactive Refill Reminder calls
OMNICELL’S PATIENT ENGAGEMENT INTEGRATED PATIENT MANAGEMENT SOLUTIONS

**Chronic Care Management**
- Asthma
- COPD
- Diabetes
- Hyperlipidemia
- Hypertension
- Rheumatoid Arthritis
- Smoking Cessation
- Weight Management

**Immunization Solutions**
- Flu
- Hepatitis
- HPV
- Meningococcal
- Pneumonia
- Shingles
- Tdap

**Integrated Patient Communications**
- Omnicell IVR
- Omnicell Patient Communications - Inbound
- Preferred Contact Survey
- Enrollment Messaging
- Patient Communications - Outbound
- Prescription Pick Up Reminders
- Seasonal Prescription Reminders
- Informational Calls

**Transitional Care**
- Bidirectional Data Flow between Hospital and Pharmacy
- Medication Reconciliation
- Tracking of PCP Follow Up
- Condition-specific Timeline and Protocol
- Outcomes Monitoring and Reporting
- Patient Messaging
OMNICELL MTM-MED SYNC PLATFORM INTEGRATION: FEATURES

Single Patient Engagement Platform

Integrated MTM/Med Sync Solution
• Configurable clinical decision support
• Personalized alerts and interventions
• Documentation of templates conforming to CMS Part D standardized format
• Appointment scheduling
  • Pharmacy
  • Call center functionality with task-passing capability
  • Fully integrated task queue with options for manual and automatic population of queue
• Population management
• Stars Ratings/HEDIS measures
• Unlimited Integration Capability
• MTM Platforms

HIPAA/HITECH Compliance

Multiple Portals and Solutions for Payers
• HL7 Compatibility
• Bidirectional Interoperability
  • Health Plans
  • Hospitals
  • TPAs/Self Insured Employers
  • ACOs
  • Patients

Powerful Intelligent Workflow Integration with capabilities for telephone, Telehealth, or face-to-face pharmacist-patient consultation

Patient Connectivity/Messaging via phone, SMS, Email or Patient Portal
Predictive Analytics
- Highly talented, advanced degree statisticians and biostatisticians:
  - Measure and analyze the effectiveness of our pharmacy programs
  - Provide predictive analytics to optimize the effectiveness of our pharmacy programs
  - Create tools and reports that enable Omnicell and our pharmacy partners to effectively manage our systems and programs
- State of the art analytics systems (Hadoop, SAS, R)
- Outcomes reporting

Pharmacy Dashboard
- Active view of both completed activity and anticipated activity based on current programs
OMNICELL MTM-MED SYNC PLATFORM INTEGRATION: FUNCTIONALITY

An integrated systems approach is the solution that community pharmacy needs to move from transaction-based episodic care, to holistic, longitudinal patient care. Integrating Medication Management into pharmacy workflow allows pharmacy to realize its full potential in medication management and actively engage as a member of the healthcare team.

Integrated MTM-Med Sync capitalizes on the Med Sync guided workflow, and improved efficiency afforded by the Med Sync process, which provides the pharmacy additional time to perform CMRs, TMRs, and drive near-perfect adherence across therapeutic categories.

**Identification of patients at highest risk**

**Prioritizes patient interventions based on time sensitivity or opportunity to improve performance measures**

**Serve up CMRs/TMRs**

**Increases CMR completion rate**

**Link CMR opportunity to patient at time of pharmacy visit**

**Eliminates need for duplicate entry of medications for MTM**

**Offers IVR integration to make interactive CMR offer during inbound calls**

**Automates scheduling**

**Automates program reminder calls for established patient appointments**

**Enables population health management**

**Incorporates motivational interviewing techniques into patient communication, allowing pharmacists to assist patients with self-management**

**Drives patient behavior change**

Omicell’s MTM-Me platform integration reduces inefficiency, making MTM service delivery profitable for pharmacy. It allows pharmacies to manage patient care as effectively and efficiently as they fill prescriptions today.
MED SYNC SEAMLESS ENROLLMENT AND ONGOING PROCESS FLOW

DRIVE MTM

Eligible Patient List
- Generates a list of eligible patients based on Omnicell’s predictive analysis
- Identifies patients that should be enrolled
- The list of eligible patients is included in Med Sync

Program Awareness / Pre-Enrollment
- Eligible patients are identified on inbound call after refill request
- Patients self-identify via automated, interactive, inbound message
- Omnicell Patient Engagement prompts pharmacy to follow-up and enroll in Med Sync

Med Sync Enrollment
- Includes the recommended prescriptions to enroll per patient
- Guides the pharmacy through the enrollment steps
- Streamlines the process of contacting patients
- Automatically posts refill requests into the PMS

After Enrollment
- Omnicell Patient Engagement continuously keeps patient on track
- Communications to the patient by preferred method
- Omnicell Patient Engagement tracks each and every patient interaction
- Options of automation of routine communications, as well as call center support


Confirmation Call
- Medication Not Needed Prompts Adherence Discussion
- Pill Count Confirms Adherence

Appointment
- Platform Alert Prompts CMR
- Administration of Zostavax
- Adherence Review of Non-Sync’d Meds

Scorecard
- Patient Identified Based on PDC Score Deficiency
- Platform Prompts Adherence Discussion
OMNICELL: HELPING TO POSITION PHARMACY AS THE FUTURE OF HEALTHCARE

Omnicell is committed to providing innovative, integrated solutions, connectivity, and payer engagement to help position pharmacy as an active member of the healthcare team.

The systemic problems that exist within our healthcare system today require expertise in medication management that pharmacy is uniquely suited to provide. There have been great strides within the past decade in recognition of the value of pharmacy in healthcare. In order to be successful, pharmacy must be well prepared to capitalize on the opportunities afforded by the need for healthcare reform.

Omnicell is uniquely positioned to assist pharmacy in preparing for the opportunities at hand, performing successfully to grow them, and staying ahead of future changes and trends that stand to impact patient care and the business of pharmacy.

The healthcare landscape is rapidly changing. In all respects, doing more with less—improving quality and reducing costs—is the order of the day. Understanding how current and future healthcare trends, some of which are represented on the following page, is essential to pharmacy’s future. Payers no longer have interest in or ability to pay for services; however, they are highly motivated to pay for results.

Omnicell stands ready to assist its pharmacy partners in achieving these results and performing successfully within the changing healthcare landscape.
## References


