Pharmaceutical Company Driven Disease Management in Medicare Part D: Opportunities and Threats

Barry Patel, Pharm.D.
President and Co-Founder
Total Therapeutic Management, Inc.
Objectives

- Discuss the opportunities for pharmaceutical company partnerships related to disease management and Medicare Part D Patients

- Discuss the specific needs of Medicare Part D patients and their providers as it relates to disease management

- Discuss current types of disease management offerings from pharmaceutical companies

- Discuss the implementation of mutually beneficial disease management programs that create a win-win-win partnership for improved outcomes
Growth of pharmaceuticals will need to come from:

- Increasing market size
  - Finding undiagnosed patients

- Maximizing disease state opportunities
  - Getting patients on appropriate pharmaceutical

- Increasing persistency with current prescriptions
  - Keeping patients on the appropriate pharmaceutical
Disease Management Value
Add Programs

- Benchmark and Stratify Via Research Study
- Identify Population
- Educate
- Measure Outcomes
- Physicians (Research Findings, Evidence Based Med.)
- Ancillary Providers (Research Findings, Evidence Based Med.)
- Patients (Self-management)

TTM
Healthcare Knowledge at Work
Physician Perceptions:

Prior to Diabetes Outcome Study:
- 75 percent of surveyed physicians believe that 7 out of 10 of their patients with hypertension are reaching their JNC 7 Goal for blood pressure

- 80 percent of surveyed physicians believe that over 7 out of 10 of their CHD and Diabetes patients are reaching their ATP III Goal for cholesterol (LDL Cholesterol <100)

- 75 percent of surveyed physicians believe that a majority of their diabetes patients are being tested for appropriate kidney function annually
Outcome Data Reality After Chart Reviews:

- Only 3 out of 10 patients are meeting their JNC 7 Goal for Hypertension

- Only 4 out of 10 patients are meeting their ATP III Goal for Cholesterol

- Only 2 out of 10 diabetes patients are actually being checked for kidney disease on an annual basis via microalbuminuria
Physician Responses

• Find those patients for me

• Tell me how far they are from reaching their goal

• Tell me how to get them to goal

• Help me get the patient to be compliant to my plan of action
Disease Management Offerings

SHOULD...

• Help physician’s identify the disease deficiencies by providing their own practice clinical summaries
• Provide hands on tools and resources that help them improve the quality in those patients
• Provide follow-up patient outcome improvement programs driven through the physician
  • Patient compliance and persistency tools
  • Patient drug education tools
  • Patient life style modification tools
Disease Management Opportunities

• Create non-branded value added disease management resources that help the physician become a better provider
  – Patient Identification Tools
  – Patient Communication Pieces
  – Physician/Provider Education Pieces
  – Payor Resources
Examples of TTM Programs

- Diabetes
  - “Set for Success”
- Hypertension
  - “Back to Basics”
- Lipid Management
  - “Hyperlipidemia Outcomes Management Program”
Medicare Part D

Disease Management Opportunities

- Non-Branded Physician and Patient Education
- Medical Therapy Management (MTM) Program Resources
  - Provided by Pharmacist/Nurse for patients with
    - At least 2 chronic medical conditions
    - At least covered Part D Medications
    - Greater than $4000 spent medications by year end
  - Assistance maneuvering around the donut hold
  - Compliance tools and resources
Benefits for Pharmaceutical Companies

- Establish long-standing relationships with Medicare Part D Provider
- Market size expansion
- Branding of company to patients through patient communication pieces
- Compilation of aggregate data for publications and presentations
Benefits for Medicare Part D Provider

- Quality Improvement
- Value Add to patients support decision to chose specific Part D Provider
- Improved compliance to drugs
- Improved patient outcomes
TTM Creating Partnerships

Employers or Payers

Pharma Companies

Improved Patient Outcomes

Managed Care Organizations