

Helping Seniors Make Smart Prescription Drug Decisions under the New Medicare Prescription Drug Legislation

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Session 2.02

9:15 AM

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Helping Seniors Make Smart Decisions about Prescription Drugs

Donald W. Kemper

Chairman and CEO, Healthwise

Chairman, Center for Information Therapy

Drug benefit success depends on good drug decisions about

- Which drugs to buy
- Where and how to buy them
- What else to do to improve health

Consumer-directed care requires an informed consumer.

Where I'm coming from

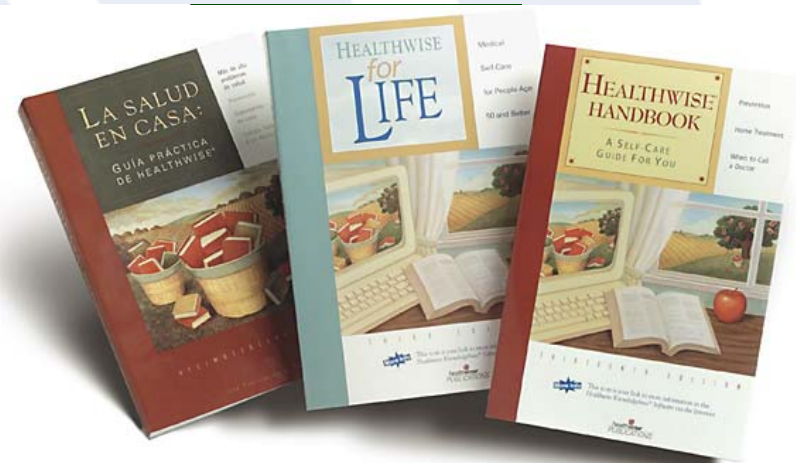
1970--24 year-old Lieutenant, USPHS

ASG Vern Wilson : “The Greatest
Untapped Resource in Healthcare”

“The Consumer”

1975 Healthwise founded (not-for-profit)

Mission: to help people make better
health decisions



for every health decision®

The Healthwise Knowledgebase

Web-based: Prescription-Strength Information™



- 8 of 10 largest MCOs
- 400 + Hospitals
- Consumer Portals: AOL, MSNBC, WebMD

“Information Therapy”

The *prescription* of specific evidence based medical information

- **to a specific patient, caregiver, or consumer**
- **at just the right time to help them make a specific health decision or behavior change**

as part of the process of care

Drugs are Essential to Senior Health for those 65 and over:

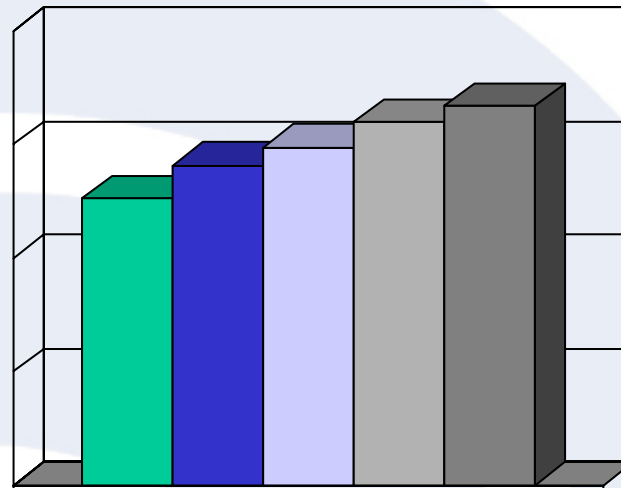


Ed Kashi / Special to MSNBC

- 10% take 8 or more medications
- 33% take 5 or more medications
- 58% take 3 or more medications

of Prescriptions Written/Year (12 prescriptions/person/year)

7.3% annual
increase



	Year	
■	1998	2,700,000,000
■	1999	2,800,000,000
■	2000	2,900,000,000
■	2001	3,100,000,000
■	2002	3,000,000,000

Drugs Costs Rise with Co-Morbidity

%	Co-morbidities	Cost (1996)
13%	0 Chronic Conditions	Base Cost
44%	1-2 Chronic Conditions	3.1 x Base
43%	3+ Chronic Conditions	6.6 x Base

Top 10 \$ Drugs (2002)

Lipitor	Cholesterol	\$5-6 billion
Zocor	Cholesterol	\$4-5 billion
Prevacid	Ulcers/Reflux	\$3-4 billion
Prilosec	Ulcers/Reflux	\$3-4 billion
Procrit	Anemia	\$2-3 billion
Zyprexa	Antipsychotic	\$2-3 billion
Paxil	Antidepressant	\$2-3 billion
Zoloft	Antidepressant	\$2-3 billion
Epogen	Anemia	\$2-3 billion
Celebrex	Anti-inflammatory	\$2-3 billion

How can you help people decide:

- Do I need this drug?
- Where and how should I buy it?
- What else should I be doing?

Do I Need this Drug?

Questions

- Evidence-based outcomes (important to me)
- Risks and side effects
- Drug interactions
- Alternatives (lower cost/risk)
- When can I stop?



Do I Need this Drug?

Web-based decision aides

- Compare pros and cons
- Consider alternatives
- Check for drug interactions
- Promote adherence
- Help catch medical errors



Do I Need this Drug?

Should I take statins for high cholesterol? - Microsoft Internet Explorer

File Edit View Favorites Tools Help



Back Forward Stop Refresh Home Search Favorites Media AutoFill Options

Address <http://localhost/kbase/dp/topic/aa44406/dp.htm> Go Links >>

Google Search Web PageRank 203 blocked AutoFill Options

Go back to... ▾

Should I take statins for high cholesterol?



New Search Go

[Help](#) | [Search Menu](#) |

Introduction

This information will help you understand your health care choices and what the results may be, whether you choose to share in the decision-making process or to rely on your doctor's recommendation.

Key points in making your decision

Lowering your high [cholesterol](#) can help you prevent a [heart](#)

Slide 2 of 2 Default Design Local intranet

Start | 4 Microsoft Outlook | 3 Internet Explorer | Microsoft PowerPoint - [...] 9:51 AM

Do I Need this Drug?

Heart attack risk calculator for men - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media AutoFill Options

Address http://localhost/Kbase/frame/zm239/zm2395/frame.htm Go Links

Google Search Web PageRank 202 blocked AutoFill Options

Go back to...

Heart attack risk calculator for men

healthwise®
for every health decision®

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Do you have coronary artery disease (CAD) or a CAD equivalent: diabetes, peripheral vascular disease, a diseased carotid artery that causes symptoms, or abdominal aortic aneurysm?

- Yes: [click here](#). (Category 1 with CAD equivalent)
- No: continue.

Please answer the following questions:

Have you smoked even one cigarette within the last month?	Yes	No
Is your blood pressure 140/90 or higher, or are you taking blood pressure medication?	Yes	No
Do you have a family history of CAD in your father or	Yes	No

Local intranet

Slide 3 of 3 Default Design

Start | Microsoft Outlook | Heart attack risk c... | Microsoft PowerPoint - [...]

9:11 AM

Savings via a Drug Cost Comparison Tool

- Brand to Generic
- Brand to therapeutic equivalent
- Retail to mail order
- Retail to Canadian
- On-line (drugstore.com)
- Wholesaler retailer (e.g. Costco)
- Pill Splitting





BenefitsCheckUp[®]

A SERVICE OF THE NATIONAL COUNCIL ON THE AGING

- Confidential, personalized report
- 260 Discount/other programs
- 1450 Drugs
- www.benefitscheckup.org

What else should I be doing?

Disease self-management?

- Movement/fitness
- Nutrition choices
- Self-monitoring and reporting
- Medication adherence

Medical Tests?

Surgery/Other treatment?

Information Therapy



Prescribing:

- *The right information*
- *to the right person*
- *at the right time*

How Would It Work with Drugs?

- Information triggers
ICD-9, CPT-4, **NDC codes**
- Moments in care
Meds: first prescription, refill, dose change
- Information prescription
 - Decision point
 - Cost Checker
 - Patient safety

Action Plan

CMS	Medicare.gov
Health Plans	Web sites, member portals and PBMs
Employers	Benefits portals
Providers	Patient portals—tied to EMR

Drug benefit success depends on good drug decisions

And so does all consumer-directed healthcare

www.healthwise.org

