



Healthcare Knowledge at Work

Quality
Communication Education
Strategy



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

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Objectives

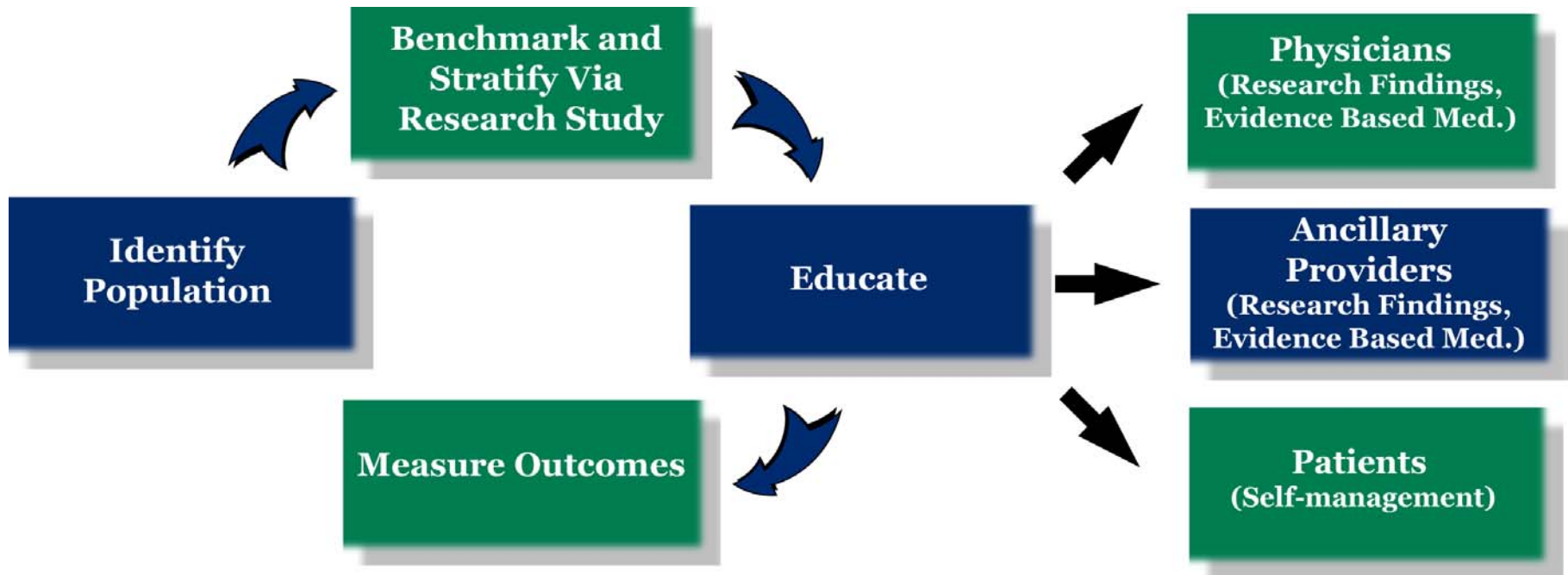
- Discuss the opportunities for pharmaceutical company partnerships related to disease management and Medicare Part D Patients
- Discuss the specific needs of Medicare Part D patients and their providers as it relates to disease management
- Discuss current types of disease management offerings from pharmaceutical companies
- Discuss the implementation of mutually beneficial disease management programs that create a win-win-win partnership for improved outcomes

Pharmaceutical Company View

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



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

Physician Eye Opener

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 BaceiCs”
- 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