

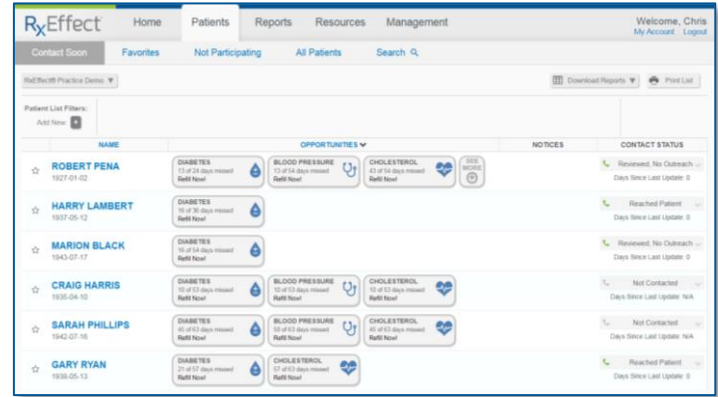
CASE STUDY

EMPOWERING THE PROVIDER: ACTIVATING CARE PROVIDERS TO MAXIMIZE ADHERENCE USING RxEFFECT®

National MAPD Health Plan X
380,000 MAPD Lives (~67% LIS)

SITUATION

- Realizing they needed more than PBM-provided phone interventions to hit their performance goals, *Health Plan X* sought an innovative approach to lift the adherence of Part D members
- Health Plan X* partnered closely with its physician networks in multiple markets to provide the RxEffect solution along with specialized provider-facing associates to support recruitment and engagement
- In late 2016, *Health Plan X* introduced a provider incentive program that has continued to drive RxEffect adoption and member adherence rates even higher



RESULTS: RxEffect enables best-in-class adherence lift in physician practices and drives meaningful population-level adherence improvement

