

Patient Medication Information Pilot Opportunities Through PBM

A G C T T G
C G G G
A T C A

C T G
C A G A
T C

T C G C T
A A G T
A C T G C

G A A C T C G
A T C G G A C
C G T T C A A

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Standardized PMI through mail service channel: Process

- Select participating plan groups based on attributes of interest (e.g., geographic regions, age, sex, plan type)
- Send standardized PMI to patients in participating plan groups with prescriptions of selected products + post to accessible site and alert patients to availability

Standardized PMI through mail service channel: Measurements

- Survey (sent with Rx, though web, by phone)
 - > Uptake
 - > Impression: general and as compared to others
 - > Informative, useful
 - > Preferences on form (hardcopy vs electronic)
 - > Keep or pitch
 - > Etc

Standardized PMI through retail pharmacy network: Process

- Plans with both retail and mail benefit
- Standardized PMI for selected drugs made accessible through posting to accessible site
- Members of participating plans notified through a HIPAA-compliant process of access to standardized PMI for selected drugs received from a network pharmacy (retail or mail)

Standardized PMI through retail pharmacy network: Measurement

- Through analysis of site access:
 - > Uptake
 - > Preference
 - > Time spent on individual PMI
 - > Number of times accessed over time
 - > Etc