

# Promoting Health Equity Through Enhanced, Personalized Digital Outreach

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## Objective

To improve performance for Star adherence measures and promote health equity by translating Short Message Service (SMS) outreach for Spanish-speaking members.

## Background

- The Centers for Medicare & Medicaid Services (CMS) implemented a Five-Star Quality Rating System for Medicare plans to drive quality improvement for beneficiaries.
- To assist a 14,000-member life Medicare plan in improving the quality of care delivered to its beneficiaries and maximizing Star performance, Prime Therapeutics (Prime) collaborated on the development and implementation of a pharmacist-led clinical program designed to specifically address the CMS Star diabetes, renin-angiotensin system (RAS) antagonists, and statins adherence measures. The main goal of the program was to improve treatment rates, which is the percentage of members who take their medication often enough to cover 80% or more of the time they are supposed to be taking the medication.
- The plan's membership was 25% Spanish-speaking.

## Methods

- Prime's outreach for the adherence measures is primarily made through pharmacist-led, live telephonic calls with supplemental SMS. Once Prime engages the member, pharmacists have in-depth conversations including, but not limited to, disease state education and the importance of medication adherence. They uncover barriers to adherence and implement clinical interventions to overcome those barriers. Members are targeted for outreach based on various factors such as proportion of days covered (PDC), risk for nonadherence, and refill due dates.
- Through enrollment data and live outreach, language preferences for members were identified. Approximately 25% of the population was Spanish-speaking. The SMS workflow was translated to Spanish in 2023. In order to improve engagement, if a member's preferred language was Spanish, the SMS workflow they received was in Spanish instead of English.

Figure 1

SMS member outreach summary

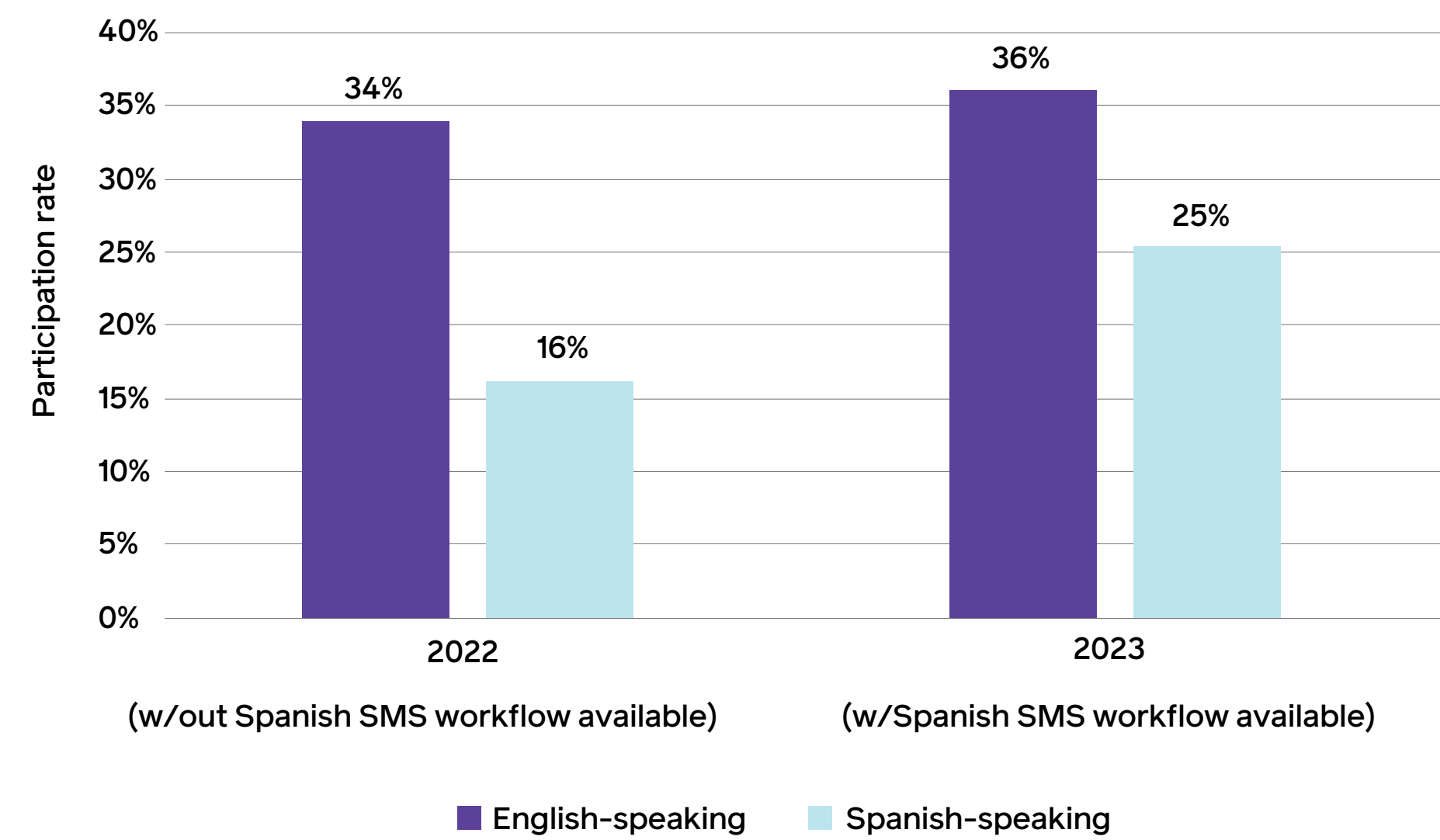


Figure 2

2023 telephonic member outreach summary

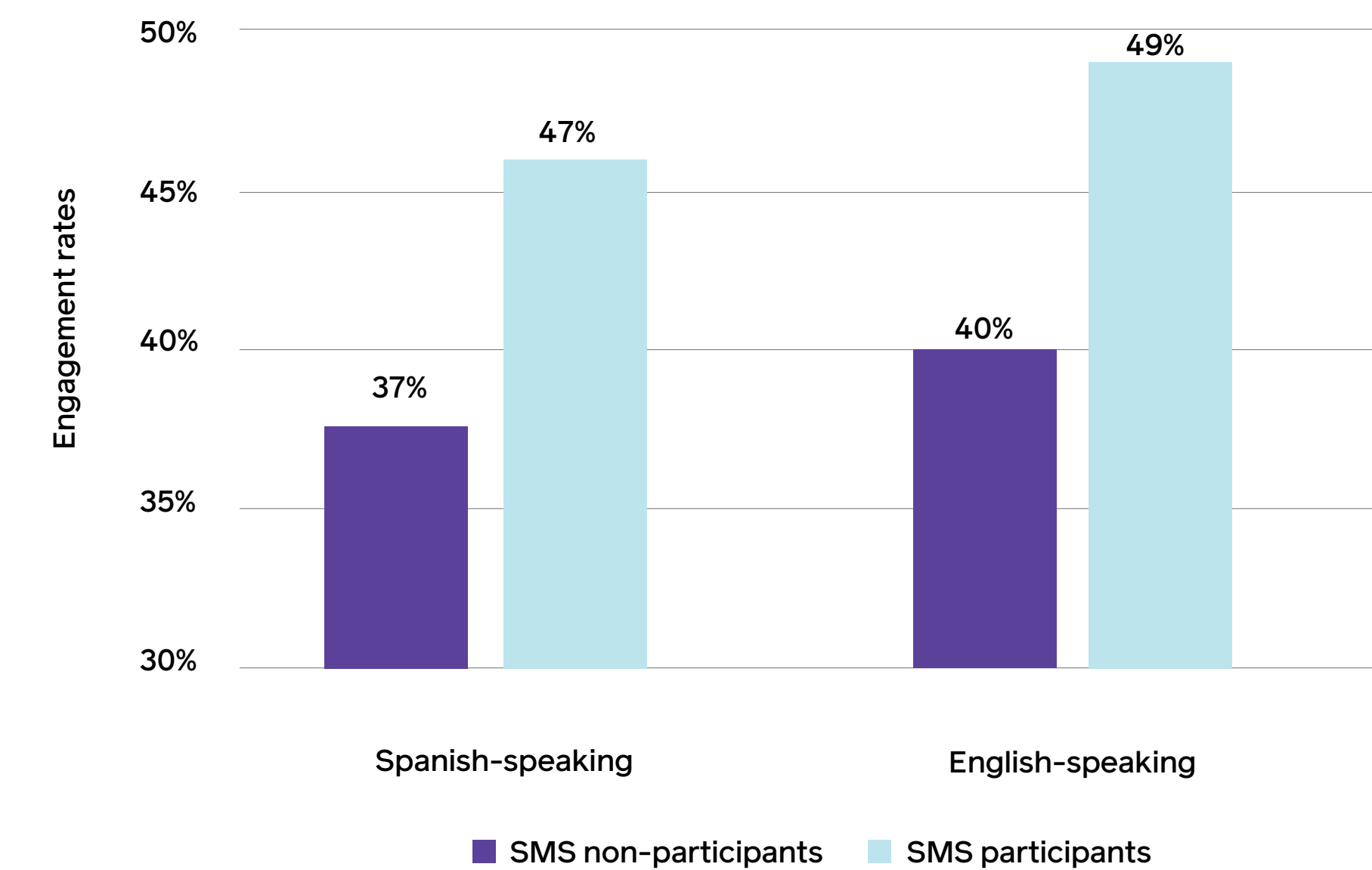
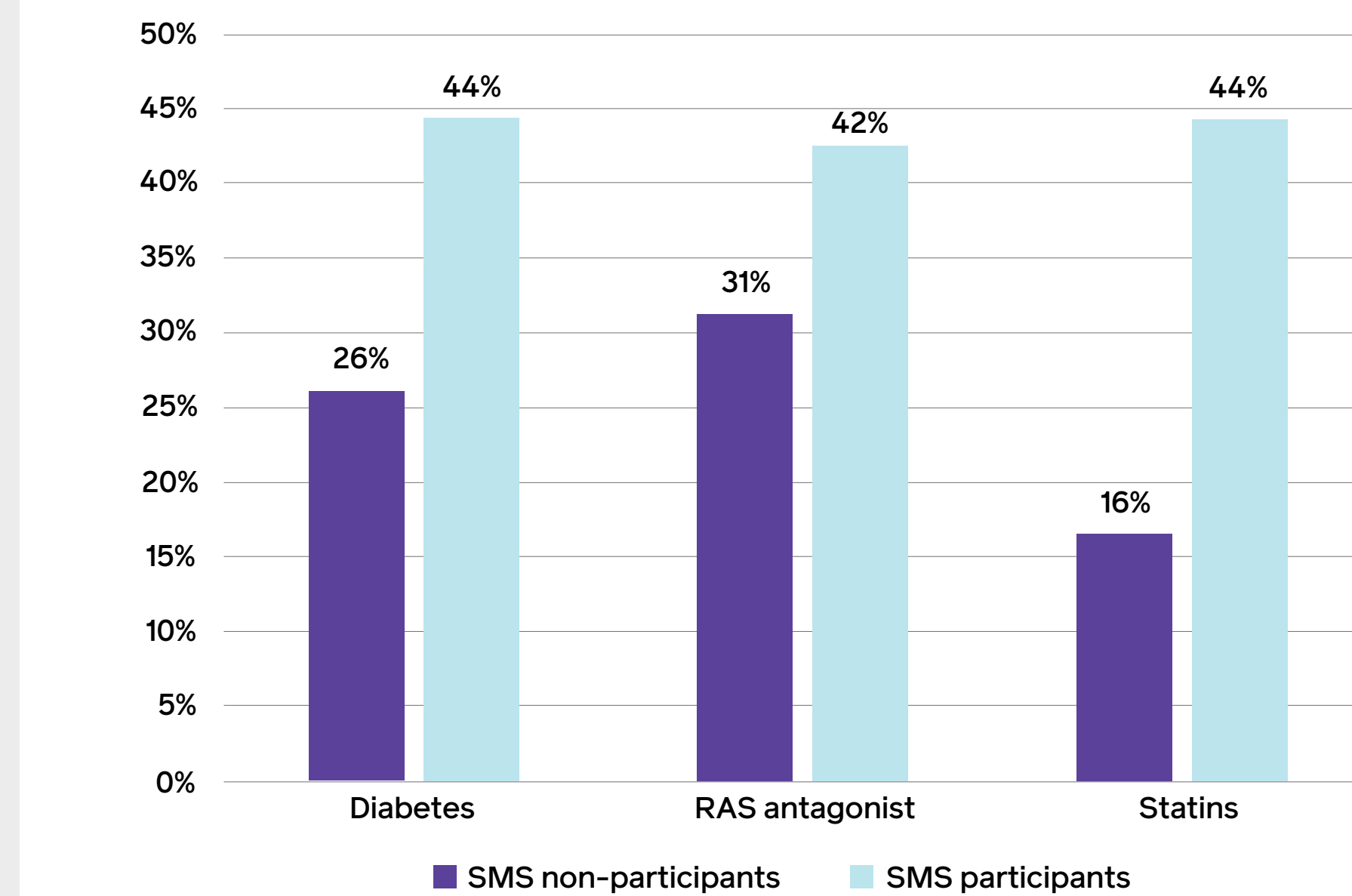


Figure 3

Spanish-speaking members: SMS 90-day supply conversion rates



## Discussion

- SMS participation increased 9% from 2022 to 2023 in the Spanish-speaking population as a result of the SMS workflow translation in 2023 (Figure 1).
- Prime saw a positive impact on telephonic engagement, 90-day supply conversion rates, and treatment rates for members who participated in the SMS campaign (Figures 2, 3 and 4).
- Translating the SMS workflow resulted in an increase in the treatment rates of Spanish-speaking members by up to 4.3% (Figure 5).
- Given the Spanish-speaking population was a quarter of the population, this resulted in an increase in performance in the overall population across all three measures by 1.2%-3.7% (Figure 6).

Figure 4

Spanish-speaking population: Treatment rates by SMS participation status

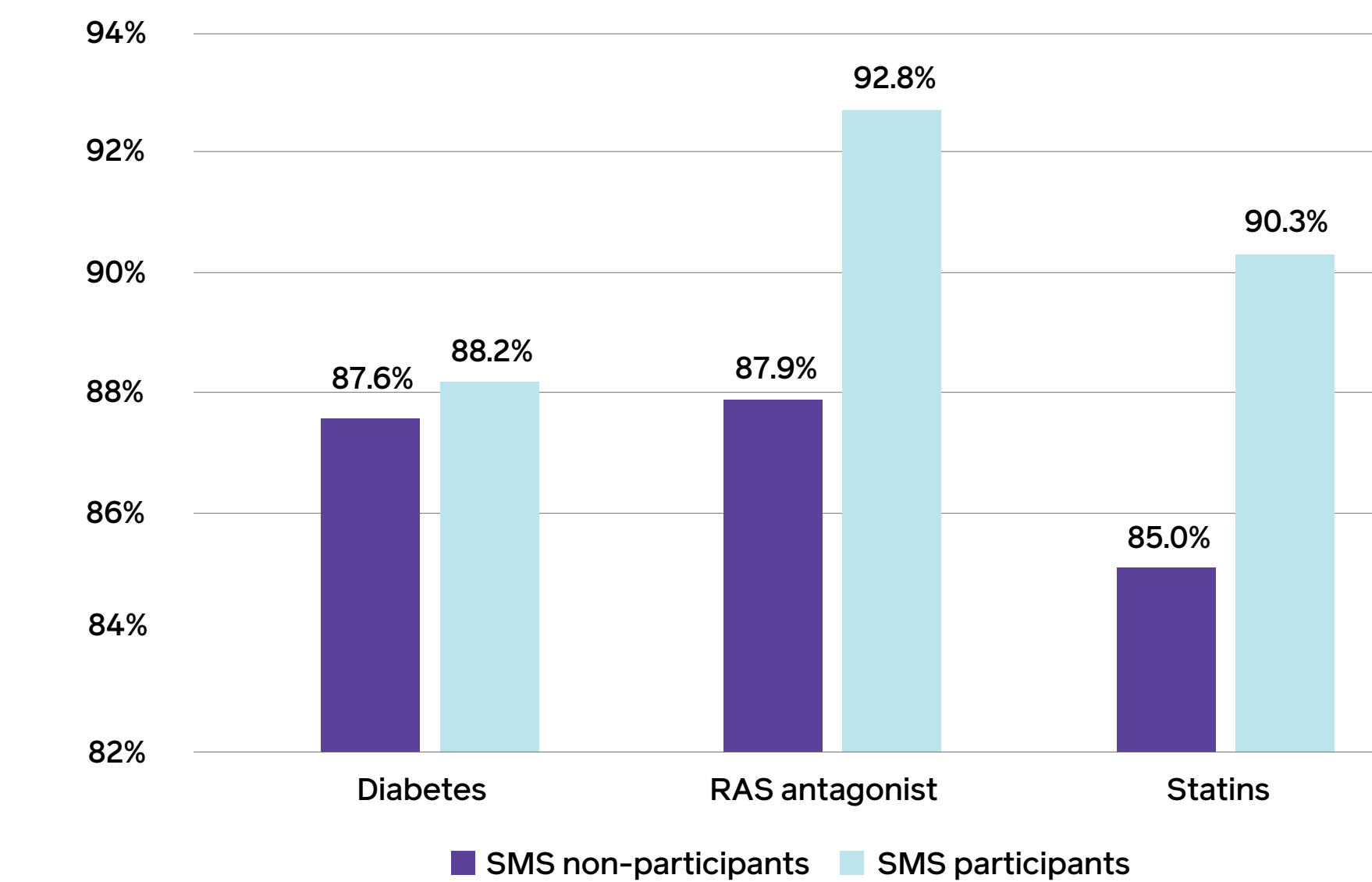


Figure 5

Spanish-speaking population: 2022 vs. 2023 treatment rates

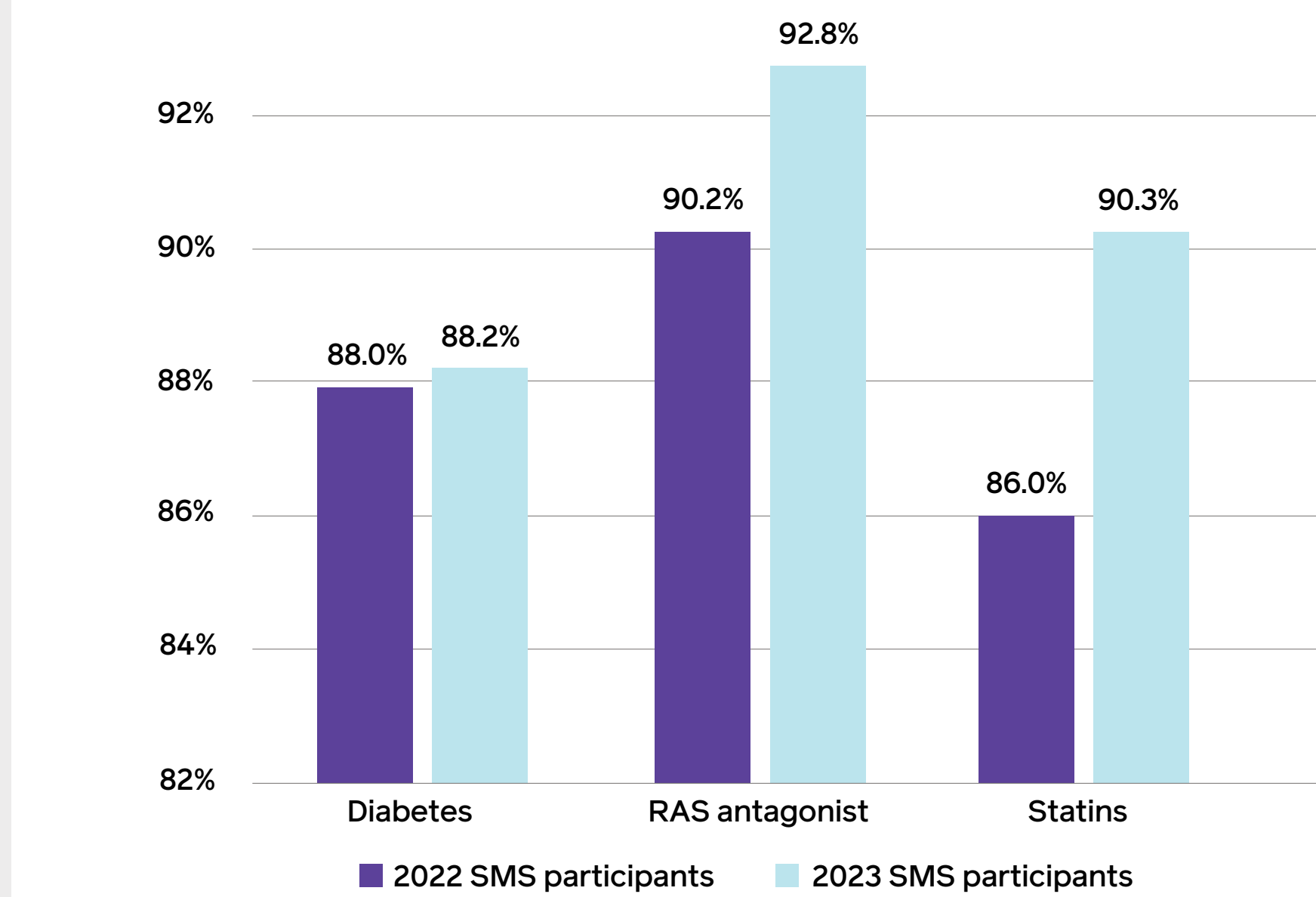
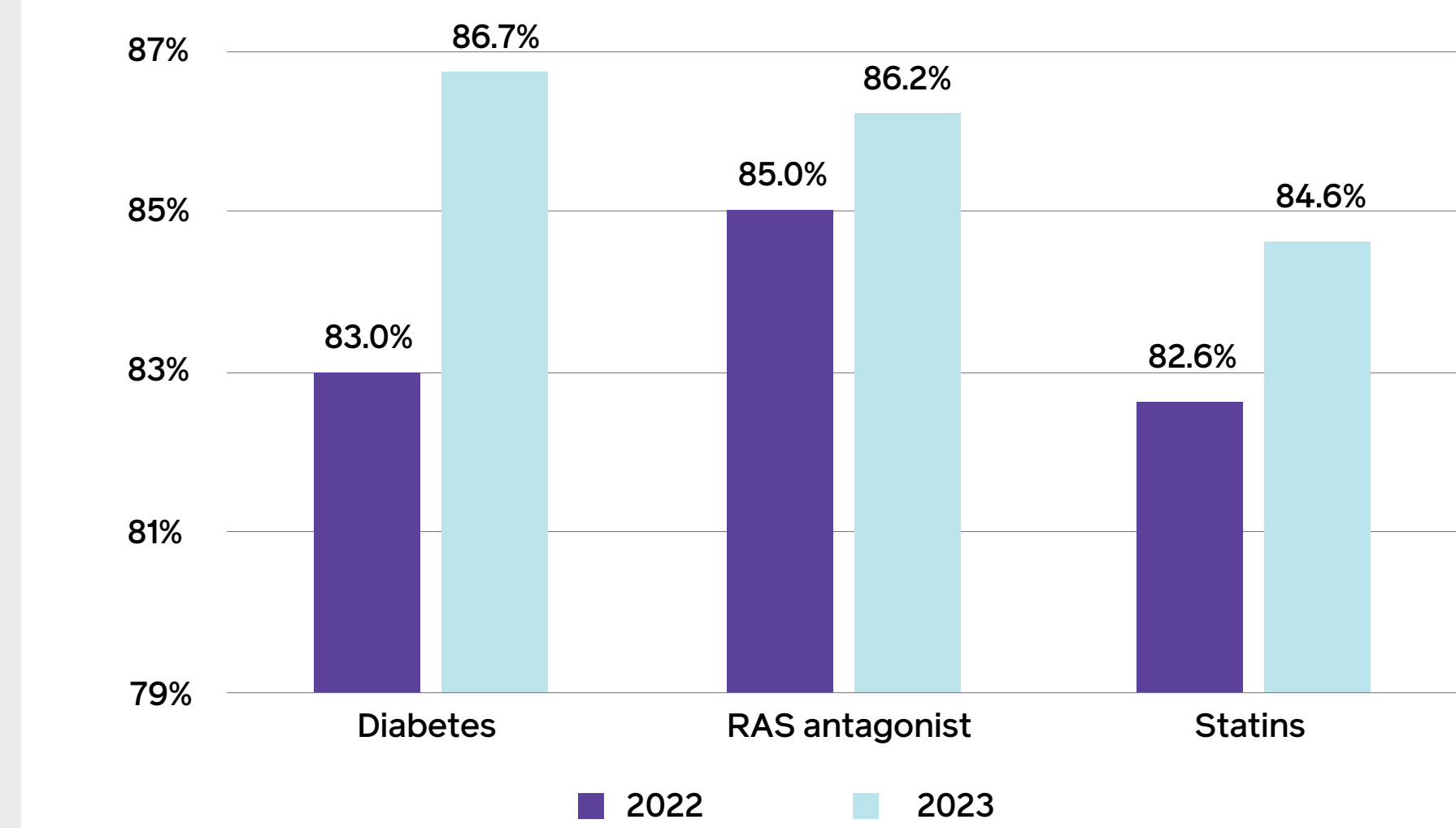


Figure 6

Overall population: 2022 vs. 2023 treatment rates



## Conclusions

- Promoting health equity and connecting with members in their primary language can drive increased engagement.
- Active clinical engagement that is personalized to the member is an important tool in improving the treatment rates for Star measures such as adherence.

## Limitations

- Language preferences were obtained through enrollment data and live outreach. Additional preferences may be present that were not accounted for.
- The study population was limited to a regional Medicare plan, and results may not generalize to other plans or lines of business.

## References

All information based on internal data.

