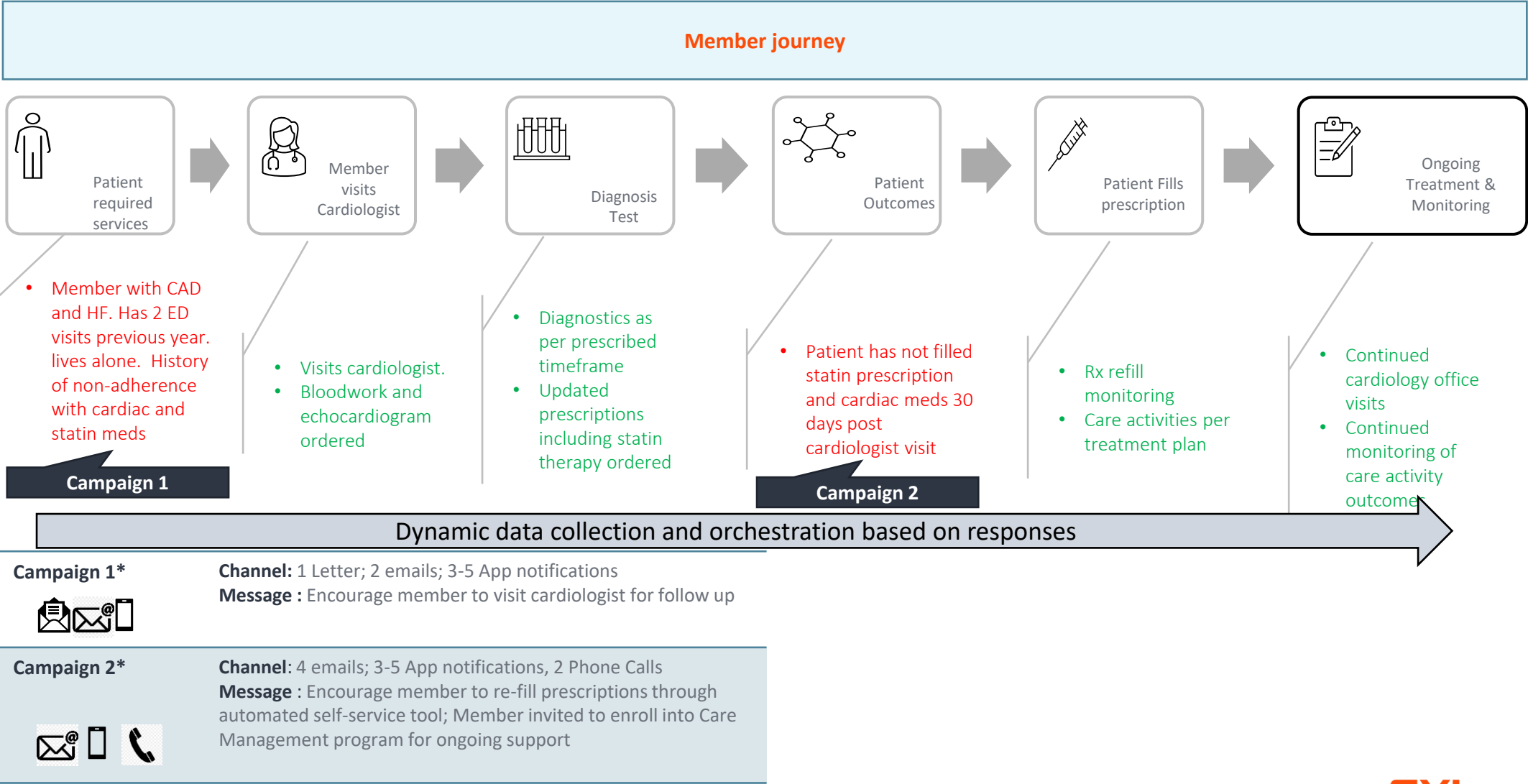# Illustration of personalized messages to encourage prescription refills and use of self-service tools

Casey Smith

Age: 72 Years

Member ID: AW29C384

DoB: Feb 20, 1953

Lives in Indianapolis, Has coronary artery disease, history of AMI, non-adherent to meds including statins

Member journey

Patient required services → **Member visits Cardiologist** → **Diagnosis Test** → **Patient Outcomes** → **Patient Fills prescription** → **Ongoing Treatment & Monitoring**

- Member with CAD and HF. Has 2 ED visits previous year. lives alone. History of non-adherence with cardiac and statin meds

Campaign 1

- Visits cardiologist.
- Bloodwork and echocardiogram ordered

- Diagnostics as per prescribed timeframe
- Updated prescriptions including statin therapy ordered

- Patient has not filled statin prescription and cardiac meds 30 days post cardiologist visit

Campaign 2

- Rx refill monitoring
- Care activities per treatment plan

- Continued cardiology office visits
- Continued monitoring of care activity outcome

Dynamic data collection and orchestration based on responses

Campaign 1*

Channel: 1 Letter; 2 emails; 3-5 App notifications
Message : Encourage member to visit cardiologist for follow up

Campaign 2*

Channel: 4 emails; 3-5 App notifications, 2 Phone Calls
Message : Encourage member to re-fill prescriptions through automated self-service tool; Member invited to enroll into Care Management program for ongoing support

*Personalized messages in the context of member journey

EXL

Member prioritization scoring to close adherence gaps

Member-level details infused with EXL analytic model output and integrated with client workflow, allows for deeper understanding of population and drives operational excellence

Member Prioritization based on risk scores			Star Care Gaps Prioritized based on Impact					Top SDOH Barriers		Top Communication Channels	
Member ID	Prioritization	Score	Gap 1	Gap 2	Gap 3	Gap 4	Gap 5	Barrier 1	Barrier 2	Pref 1	Pref 2
001	1	0.9871	Medication Adherence for Cholesterol (Statins)	Medication Adherence for Hypertension (RAS antagonists)	Medication Adherence for Diabetes Medications	Controlling High Blood Pressure	Diabetes Care - Eye Exam	Access to Care	No Companion	Call	Mail
002	2	0.9725	Medication Adherence for Cholesterol (Statins)	Medication Adherence for Hypertension (RAS antagonists)	Controlling High Blood Pressure	Colorectal Cancer Screening	Diabetes Care - Eye Exam	Access to Care	Sedentary Lifestyle	Call	Mail
003	3	0.9652	Medication Adherence for Hypertension (RAS antagonists)	Controlling High Blood Pressure	Breast Cancer Screening	Colorectal Cancer Screening	-	Economic Status	Behavior Health	Call	Mail
004	4	0.9572	Medication Adherence for Cholesterol (Statins)	Controlling High Blood Pressure	Diabetes Care - Eye Exam	-	-	No Companion	Behavior Health	Call	Email
005	5	0.9511	Controlling High Blood Pressure	Breast Cancer Screening	Colorectal Cancer Screening	Diabetes Care - Eye Exam	Statin Use in Persons with Diabetes (SUPD)	Access to Care	Economic Status	Call	Mail
006	6	0.9216	Controlling High Blood Pressure	Breast Cancer Screening	Diabetes Care - Eye Exam	Statin Therapy for Patients with Cardiovascular Disease	-	Access to Care	Economic Status	Call	Mail

EXL will provide a member list with prioritization based on likelihood of engagement and financial benefits

Additional **actionable insights of** SDOH barriers and communication channel preference to achieve best gap closure rate

EXL

Medication Adherence Quality and Impact Dashboard (Illustrative)

+0.089	72.4%	31.7%	1.6 M	$953K	$24K
STARS rating increase per 1% Adherence Lift	Adherence rate	Gap Closure rate	Members Impacted	Cost Avoidance Impact	Increase in Compensation per 1% Adherence Lift

Compliance

Measure ▼
- PDC – Diabetes (ADH-D)
- PDC – RASA (ADH-RASA)
- PDC – Statins (ADH-CHOL)
- Initial Medication Adherence (IMA) (emerging)

Stars/Revenue Impact
★ Stars (Triple-weighted)

Compliance Threshold
≥80% adherence

142.3k	81%	38.2%
MA Members	Adherence rate	CMR completion

Year-wise % of Adherent Members

2019: 72.81
2020: 75.67
2021: 74.34
2022: 77.12
2023: 79.19
2024: 80.71

Star Measures

Plan Name ▼
- All
- Plan A
- Plan B
- Plan C

Condition ▼
- All
- Diabetes
- Hypertension
- Hyperlipidemia

- Plan A: Medication adherence for Diabetes — 81% / 84%
- Plan B: Medication adherence for Hypertension — 85% / 87%
- Plan B: Medication adherence for Hyperlipidemia — 82% / 83%
- Plan C: Breast Cancer Screening — 75% / 78%
- Plan D: Breast Cancer Screening — 73% / 78%

STAR ratings 3.0 — 4.0

Compliance Rate

Cost Savings

Year ▼
- 2023
- 2022
- 2021
- All

Month ▼
- All
- Jan
- Feb
- Mar

$ Cost savings breakdown by condition

- Depression: $182,890
- Diabetes: $262,056
- Hyperlipidemia: $104,865
- Hypertension: $641,225

Members targeted by condition

- Depression: 3003
- Diabetes: 4569
- Hyperlipidemia: 4047
- Hypertension: 5220

EXL

Intervention monitoring and evaluation dashboard (Illustrative)

Intervention name ▼

- Medication Adherence
- Low-cost choices
- Pharmacy choices
- Therapy duplications

Members outreached

13,050

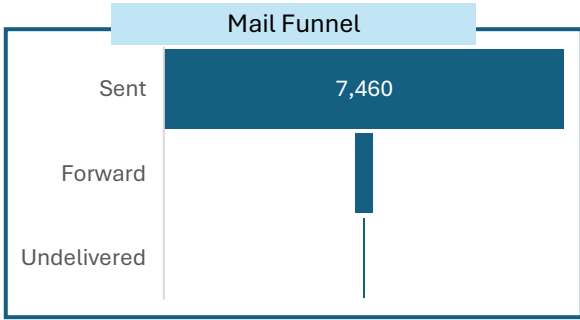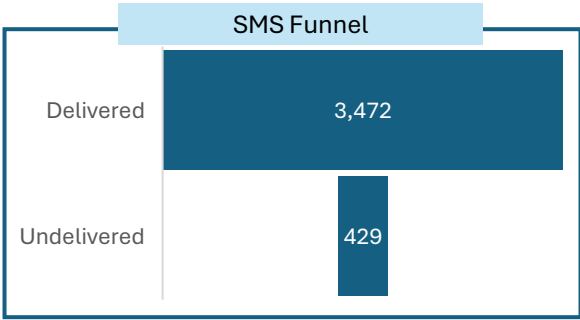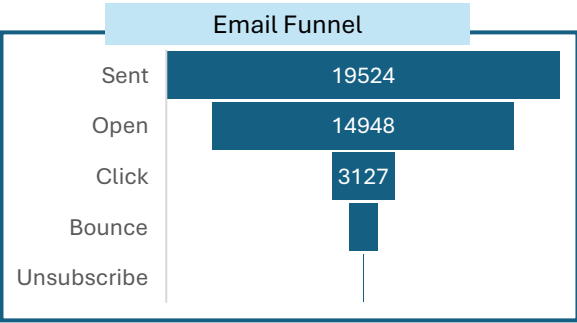**Total Outreaches**

50,777

$ Cost Savings impact

$1.2M

Increment	Lift	Stat. Sig.
4.8	0.06	0.00

Outreaches by Message

Message Type	Count
Message 1	5750
Message 2	3350
Message 3	1450
Message 4	2500

Experiment Group	Members	Refills	Repeat refill	Adherence ratio
Test	13050	23,490	21,247	82.7
Control	13050	23,672	20,365	77.89

Outreach date	Member volume	Test count	Control count
2021-11-01	7,800	3,900	3,900
2021-11-08	6,200	3,100	3,100
2021-11-15	8,860	4,430	4,430
2022-04-01	3,240	1,620	1,620

Email Funnel
- Sent: 19524
- Open: 14948
- Click: 3127
- Bounce
- Unsubscribe

SMS Funnel
- Delivered: 3,472
- Undelivered: 429

Mail Funnel
- Sent: 7,460
- Forward
- Undelivered

Message Type	Condition	Members	Adherence Ratio	Lift ratio	$ Savings Impact
Message 1	Hypertension	2300	0.79	0.012821	348,370
	Diabetes	2013	0.78	0	0
	Hyperlipidemia	1783	0.77	-0.01282	-57,123
	Depression	1323	0.82	0.051282	205,280
Message 2	Hypertension	1340	0.78	0	0
	Diabetes	1173	0.8	0.025641	106,210
	Hyperlipidemia	1039	0.83	0.064103	89,136
	Depression	771	0.76	-0.02564	-22390
Message 3	Hypertension	580	0.81	0.038462	34,563
	Diabetes	508	0.79	0.012821	23,498
	Hyperlipidemia	450	0.77	-0.01282	-19,271
	Depression	334	0.78	0	0
Message 4	Hypertension	1000	0.83	0.064103	258,292
	Diabetes	875	0.81	0.038462	132,348
	Hyperlipidemia	775	0.82	0.051282	92,123
	Depression	575	0.78	0	0