

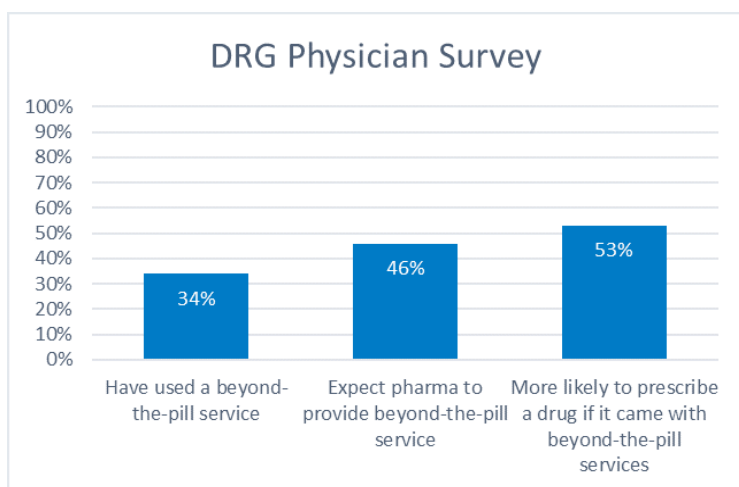


# Demonstrating Value Beyond the Pill and the Injectable

The pharmaceutical industry is transforming. There is pressure on pharmaceutical companies from health plans and pharmacy benefit managers to demonstrate improved health outcomes for patients. This is creating an incredible opportunity for pharmaceutical companies to differentiate themselves from their competition and deliver value-based services. According to a recent report by Decision Resources Group,<sup>1</sup> physicians also expect pharmaceutical companies to provide these services and are more likely to prescribe a drug if it comes with “beyond-the-pill” services.

With groundbreaking pay-for-performance contracts coming forth between pharma and payers, such as the recent agreement between Merck and Aetna for Januvia,<sup>2</sup> Eli Lilly and Harvard Pilgrim for Trulicity,<sup>3</sup> and Novartis with Cigna and Aetna for Entresto,<sup>4</sup> there is an increased focus on improving patient outcomes, increasing patient satisfaction and reducing hospital readmissions. Under these contracts, rebates to manufacturers will be contingent on the drug’s ability to achieve or maintain treatment objectives for members.

Medication nonadherence costs are skyrocketing. A recent report found that pharmaceutical companies are losing \$637 billion in revenue per year due to people with chronic conditions not taking their medications as prescribed.<sup>5</sup> In light of these trends, many pharmaceutical companies are exploring adherence solutions and chronic disease management support that lead to a greater level of engagement between pharmaceutical companies and patients.



*"Cecelia Health creates meaningful patient experiences for our patients and it's a win-win for everyone. Patients are engaged and healthier with their personal Certified Diabetes Care and Education Specialist\* supporting them to take their medication as prescribed, and providers and payers benefit from value based services."*

**- Pharmaceutical client**

## Deliver Impactful Beyond-the-Pill Services

### A Case Study

Cecelia Health successfully implemented a scalable and personalized "beyond-the-pill" patient coaching solution for a pharmaceutical client with branded diabetes drugs. The program was integrated seamlessly into the client's existing marketing campaigns, guiding patients through initiation, building adherence behaviors and delivering meaningful patient experiences. This case study demonstrates that a scalable and personalized coaching program not only improves medication adherence, but also delivers a significant ROI for pharma clients and provides value for patients and providers.

### Personalized Behavioral Psychology Approach

A diabetes diagnosis can be overwhelming and difficult to accept. Being armed with tailored support and education is vital, especially in the early stages or when treatment changes occur. To date, motivational interview-based health coaching is the only technique to consistently demonstrate causal and independent associations with positive behavioral outcomes.<sup>6</sup>

In a study conducted by researchers at the Albert Einstein College of Medicine, patients who received telephonic behavioral interventions with

guidance on medication adherence, healthy eating and physical activity from health educators in their own language had a significantly lower HbA1c than the control group.<sup>7</sup> The lead researcher states, "it's behavioral counseling, by telephone, in a voice that sounded familiar, like their neighbor's. It's the problem solving, it's the goal setting...that lowered their HbA1c."

During the three-month Cecelia Health coaching program, each patient received individualized diabetes education from their personal clinician, who was a Certified Diabetes Care and Education Specialist \* (CDCES). Cecelia Health CDCES quickly established therapeutic alliances over the phone and used motivational interviewing techniques to build trust and guide patients past barriers in real time over the phone. Text and email communications were used to reinforce education and patients were referred to existing brand resources for additional guidance.

### Patient Enrollment and Engagement

Patients were recruited through marketing campaigns encouraging opt-ins, via specialist referrals from field based clinicians, and through activation of a medication co-pay card.

Cecelia Health engaged between 30-40% of patients targeted, many of whom were new to the drug. Nearly 20% of them had not yet picked up their first prescription. Of those who started the program, 70% reached program graduation, staying engaged in adherence and lifestyle coaching for the three-month program.

### Creating Meaningful Patient Experiences with Multichannel Approach

The care team must be sensitive to meet patients where they are in order to drive lasting behavior change. Cecelia Health coaches engaged with patients at times convenient for their work/life schedules and checked in before a prescription ran out, motivating them to get a refill. They communicated in the patient's preferred language (English or Spanish), using their preferred method of communication (text, email, video, phone, etc.).

### Improved Adherence, Lower Cost

Cecelia Health CDCES worked closely with each patient to identify specific barriers to medication initiation and persistency as well as diabetes management. They connected the patients with the tools and resources needed

\*A Certified Diabetes Educator (CDCES) is a licensed healthcare professional who possesses comprehensive knowledge and experience in diabetes prevention and management. CDCES are clinicians who are dietitians, nurses, pharmacists or social workers who have passed the CDCES credentialing exam.

*"I am so happy that [Pharmaceutical Client] has this free diabetes program. I am not able to leave my home often, so being able to participate over the phone is helpful. I have lots of questions about my diabetes."*

**- Cecelia Health participant**

to improve medication adherence related to various barriers such as financial obstacles, side effects, psychosocial issues and injections concerns. Cecelia Health's technology platform used brand-customized intelligent care pathways to scale CDCES reach, facilitating efficient and effective patient-coach interactions at relatively low cost to the client.

Patients who were engaged in the Cecelia Health program saw an increased incremental fill rate compared to the control group. Cecelia Health was able to improve adherence by 20% with non-adherent patients, resulting in better health outcomes and a 3x ROI for the client. Fifteen percent of the patients engaged had not initiated their medication at the time of the first patient-coach interaction. Patients engaged with the Cecelia Health coaching program accelerated filling their first prescriptions by 10%, resulting in significant ROI for the pharmaceutical brands. Below is a table showing an analysis of Cecelia Health compared to traditional programs.

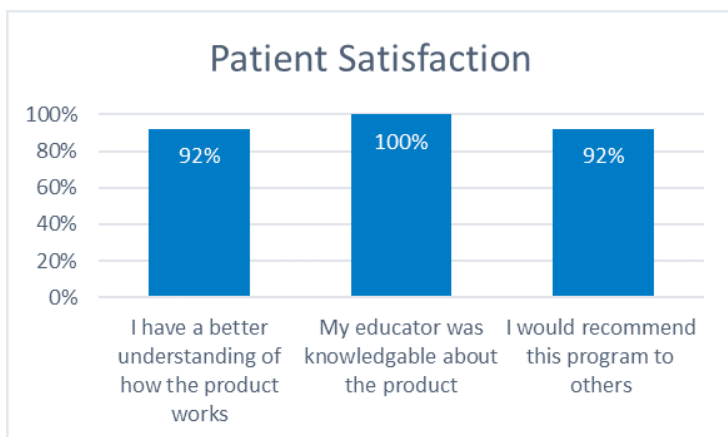
	Traditional (e.g. Call Center or Clinic)	App or Website	Cecelia Health Coaching
<b>Coach</b>	Clinician, not always a CDCES	NA	Clinician and always a CDCES
<b>Engagement</b>	Variable	Variable and more applicable to sub-segment of patient market	High
<b>Personalization</b>	Variable	Limited	Personalized to each patient
<b>Communication</b>	In-person or phone	Text and email	Phone, email, text, video
<b>Technology</b>	NA	Digital only	Data driven intelligent logic
<b>Scalability</b>	Limited	High	High
<b>Demonstrated Success</b>	Yes, but not able to scale affordably	No	Yes

### Patient Satisfaction and Brand Loyalty

Diabetes is a condition that impacts a person 24 hours a day, 365 days a year. Too often patients are lacking the care and support needed between visits with the health care provider. In fact, a recent study in the Journal of Diabetes demonstrated that perceived physician inattention and lack of engagement directly affected insulin adherence and glycemic control. This study emphasizes the need for a dynamic and flexible care team that can do two important things, 1) help explain medical tests, results, and discuss the effects of

clinical management recommended by the HCP and 2) engage with patients outside of their regularly scheduled HCP appointments to ensure they are on track and encourage patients to follow prescribed therapy.

A survey of patients engaged in Cecelia Health's patient coaching program indicated that patients were overwhelmingly satisfied with the support they received. All participants reported that their educator was knowledgeable about the disease and 92% stated they had a better understanding of how the product works.



## Concluding Thoughts and Future Opportunities

Beyond-the-pill services that successfully combine human and digital approaches to chronic disease self-management can significantly improve medication adherence, build brand loyalty and improve health outcomes through meaningful patient experiences. There is evidence that more than half of patients prescribed multiple daily injections for their diabetes report missing injections.<sup>8</sup> The case study demonstrates that Cecelia Health support is resulting in improved initiation and adherence to therapy, delivering high patient engagement rates, improving brand experience and achieving a 3:1 ROI for the client.

These services can help pharmaceutical companies succeed in outcomes-based contracts and, ultimately, help improve the lives of people with diabetes. The Cecelia Health solution also helps reinforce care plans without impacting HCP workload.

Cecelia Health is expanding to source patients from managed markets, working with new brands and launching with disease states other than diabetes. The Cecelia Health technology platform and clinical network is designed to be adaptable for additional therapeutic areas concerned with medication persistency, where patients can benefit from additional product and disease education.

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### About Cecelia Health

Cecelia Health's mission is to improve the lives of people living with diabetes and chronic conditions worldwide. Cecelia Health delivers scalable and effective patient programs through an optimized mix of its technology platform and human-based touch points. The Cecelia Health clinical team of Certified Diabetes Care and Education Specialist (CDCES) is comprised of nurses, dietitians, exercise physiologists, pharmacists, and social workers who are passionate about empowering people with diabetes to live rich, healthy and fulfilling lives.

Cecelia Health's Fortune 500 clients include pharmaceutical, payer, provider and wellness companies. Cecelia Health has also engaged in numerous joint initiatives with the Juvenile Diabetes Research Foundation, American Diabetes Association, and Diabetes Research Institute.

To learn how your brand can leverage Cecelia Health's value based services to improve medication adherence, visit us at [www.ceceliahealth.com](http://www.ceceliahealth.com) or email us at [info@ceceliahealth.com](mailto:info@ceceliahealth.com)