CVS Caremark Study Finds Value Based Insurance Designs Can Increase Adherence in Diabetes Patients

Benefit Design Plans that Offer Participants Financial Incentives Result in Significant Improvements to Medication Adherence

WOONSOCKET, R.I., Feb. 16 /PRNewswire/ -- A study by CVS Caremark (NYSE: CVS), published this week in the American Journal of Pharmacy Benefits, finds that insurance benefit designs that reduce the cost of medications for plan participants result in patients being more likely to start and stay on their medication therapy.

The study compared more than 20,000 plan participants in value-based insurance design (VBID) plans to more than 190,000 participants of similar age and gender breakdowns in standard three-tier plans. The study compared participants who received the reductions in co-pays to a standard plan where no changes were made during the study period. Participants in VBID plans were significantly more likely to start medication therapy (2.3% versus 1.6% on the total study population) and had lower discontinuation rates (16% versus 24.3%).

"There have been discussions around the impact of price and affordability on patients' ability and willingness to start and stay on their medications and this research adds to that body of knowledge. We took a look at on in the VBID plans studied, generic co-pays were reduced from $15 to zero, preferred brands dropped to between $10 and $15 from $30, and non-preferred brands remained at $35 co-pay, compared with standard plans.

This study is part of a broader research effort by CVS Caremark to learn more about why patients do not take prescriptions that are prescribed, or drop the medications in the middle of therapy. The research includes cc The research findings will be used to develop programs that aim to improve patient education about the importance of adherence, and communications for timely interventions with patients that include face-to-face first!

"As the health care debate continues, one thing is clear: We all have to find ways to make health care more affordable," Brennan said. "Our passion and expertise is to help our clients receive the best pharmacy care av About CVS Caremark

CVS Caremark is the largest pharmacy health care provider in the United States. Through our integrated offerings across the entire spectrum of pharmacy care, we are uniquely positioned to provide greater access, to

Media Contact:

Christine Cramer
CVS Caremark
(401) 770-3317
ckcramer@cvs.com

Christine Cramer
CVS Caremark
(401) 770-3317
ckcramer@cvs.com

Jon Tashjian
Weber Shandwick
(617) 520-7118
jtashjian@webershandwick.com

SOURCE CVS Caremark

RELATED LINKS
http://info.cvscaremark.com

http://www.prnewswire.com/news-releases/mailto:jtashjian@webershandwick.com