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MedImpact Study Highlights Effects of Value-Based Benefit Design on Adherence to Diabetes Medications

New Research Showing VBBD Implementation Improves Adherence Presented at ISPOR International Conference

SAN DIEGO--(BUSINESS WIRE)--MedImpact researchers and Health Alliance Medical Plans, a MedImpact client, presented findings from an important new study that evaluates the impact of value-based benefit design (VBBD) on adherence to diabetes medications. Study results show that implementation of a VBBD program that reduced copayment by almost fifty percent for diabetic medications resulted in significantly improved medication adherence.

VBBD, also known as value-based insurance design, is a new pharmacy benefit design that defines drug copay on clinical value rather than drug acquisition cost. The rationale behind VBBD is that many important treatments for chronic illnesses, such as diabetes and asthma, are often underused due to cost, leading to undesirable patient outcomes such as an increase in complications and preventable hospitalizations. The purpose of this research was to evaluate the impact of a VBBD on adherence to diabetes medications among a pilot group of Carle Clinic enrollees.

The program reduced copayment for diabetic medications by 47.6 percent and improved the odds of adherence by 73.3 percent. The number of non-adherent patients was reduced by 33.4 percent.

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“This study adds to a growing body of evidence that shows adherence to treatment is higher when there are lower copays,” said Dr. Robert Scully, senior medical director for Health Alliance Medical Plans. “Companies such as Pitney Bowes have reported that improved adherence after introduction of a VBBD for diabetic medications was followed by lower overall claim costs in their diabetic population. Our goal is to prove this in an insured population, and the pilot data we are reporting now is very encouraging.”

The MedImpact study—“The Impact of Formulary Value-Based Insurance Design on Adherence to Diabetes Medications: A Propensity Score Matched Difference in Difference Evaluation”—was presented at the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 14th Annual International Meeting on Tuesday, May 19.

“ISPOR is an innovative, vital organization that supports the science of health economics and the effects of health care interventions on patient well-being,” said Dr. Louis Brunetti, senior vice president and chief medical officer for MedImpact. “The research presented during the annual meeting is translated into valuable information for health care decision-makers and ultimately helps to better allocate scarce health care resources.”

ISPOR represents researchers and practitioners, including pharmacists, physicians, and economists. The research findings benefit all members of the health care continuum, including hospitals, patients and managed care and pharmacy benefit design organization’s personnel, who use the information to make better informed health care decisions.

About MedImpact Healthcare Systems, Inc.

Headquartered in San Diego, MedImpact Healthcare Systems, Inc., is the nation's largest pharmacy benefit management (PBM) company that does not sell drugs. Founded in 1989, the company currently serves more than 32 million individuals nationwide. MedImpact clients include Fortune 500 corporations and employers, unions, managed care organizations, insurance carriers, third-party administrators, as well as local, state and federal employee programs. MedImpact bases its success on delivering innovative products and services designed to lower overall client cost while increasing member satisfaction and quality of care.

About Health Alliance Medical Plans, Inc.

Health Alliance Medical Plans is a leading provider-sponsored health insurer in the Midwest. Owned by Carle Clinic Association, it provides health care coverage to more than 310,000 members in Illinois and Iowa. Health Alliance is named one of 'America's Best Health Plans' in the 2008 U.S. News and World Report and National Committee for Quality Assurance (NCQA) rankings of commercial and Medicare health plans. Additionally, in recognition of its exceptional commitment to quality, Health Alliance has maintained the highest accreditation possible from NCQA for its HMO, POS and Medicare HMO plans since 1997.

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