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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 (<http://studio-5.financialcontent.com/prnews?Page=Quote&Ticker=CVS>)), published this week in the American Journal of Pharmac

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090226/NE75914LOGO> (<http://www.newscom.com/cgi-bin/prnh/20090226/NE75914LOGO>))

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 co

"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 o

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 plan

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 co

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

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