

# **Disease Management Colloquium**

## **"On-Line Case Management for Employees"**

**Tuesday May 8, 2007  
Philadelphia, PA**

### ***Presenter:***

Kathleen Brooke

Director, Benefits Strategic Planning

# AstraZeneca: Our Commitment to Patient Health

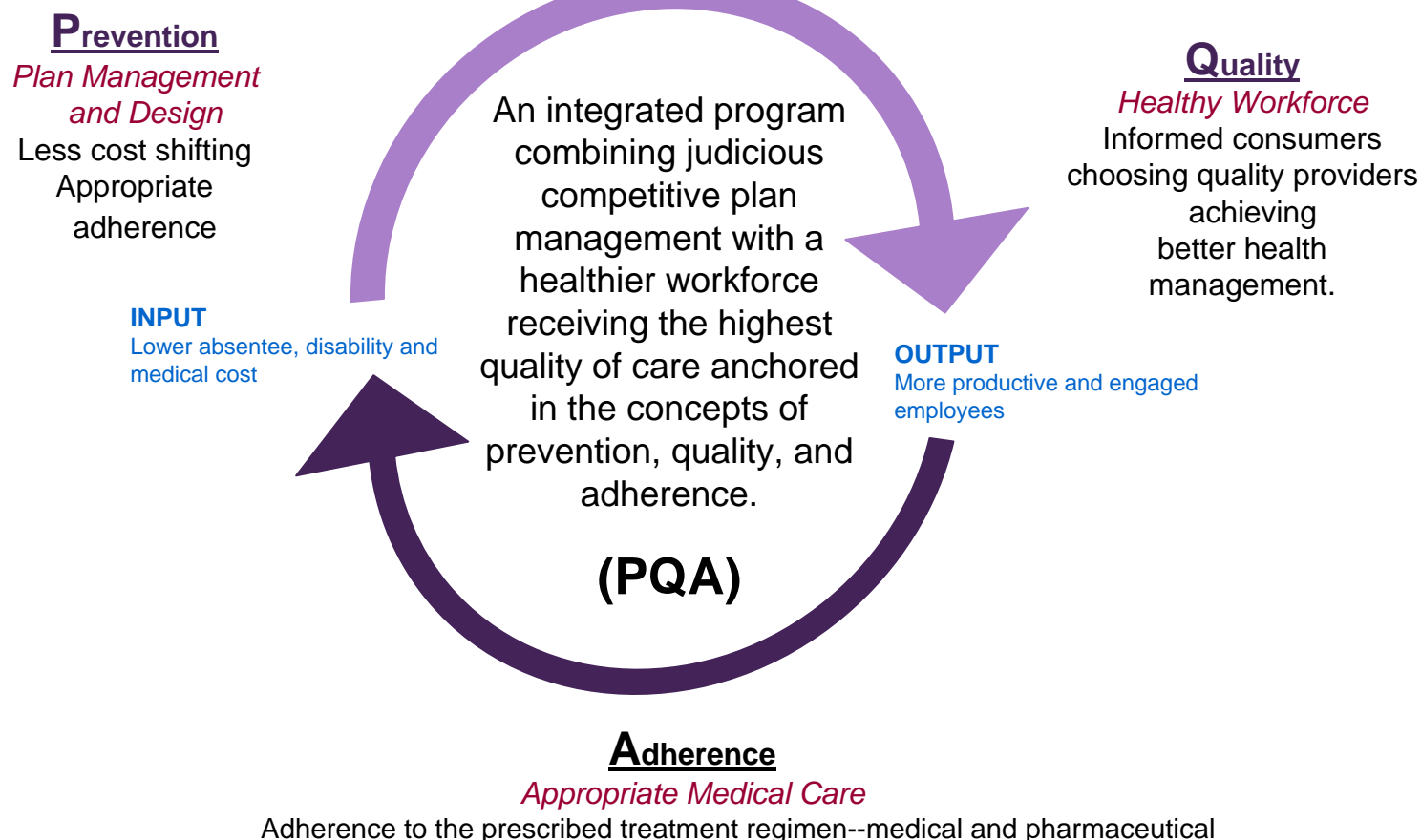
We are dedicated to providing a **personal** and **meaningful** healthcare experience that meets individual patient needs by:

- Discovering, developing and delivering innovative health care solutions
- Enriching the lives of patients, families, and communities
- Creating a challenging and rewarding work environment for our employees

# AZ Healthcare Strategy

Theme: "Integrated Program *influencing* the National Healthcare Debate"

Key Message: "Initiate change and reform of the healthcare delivery system moving from a short-term, silo approach to a integrated, coordination of benefits plans focusing on prevention, quality and adherence (P, Q, A)"



# Medication Adherence Is a Core Component of AstraZeneca's Own Healthy Workforce Program

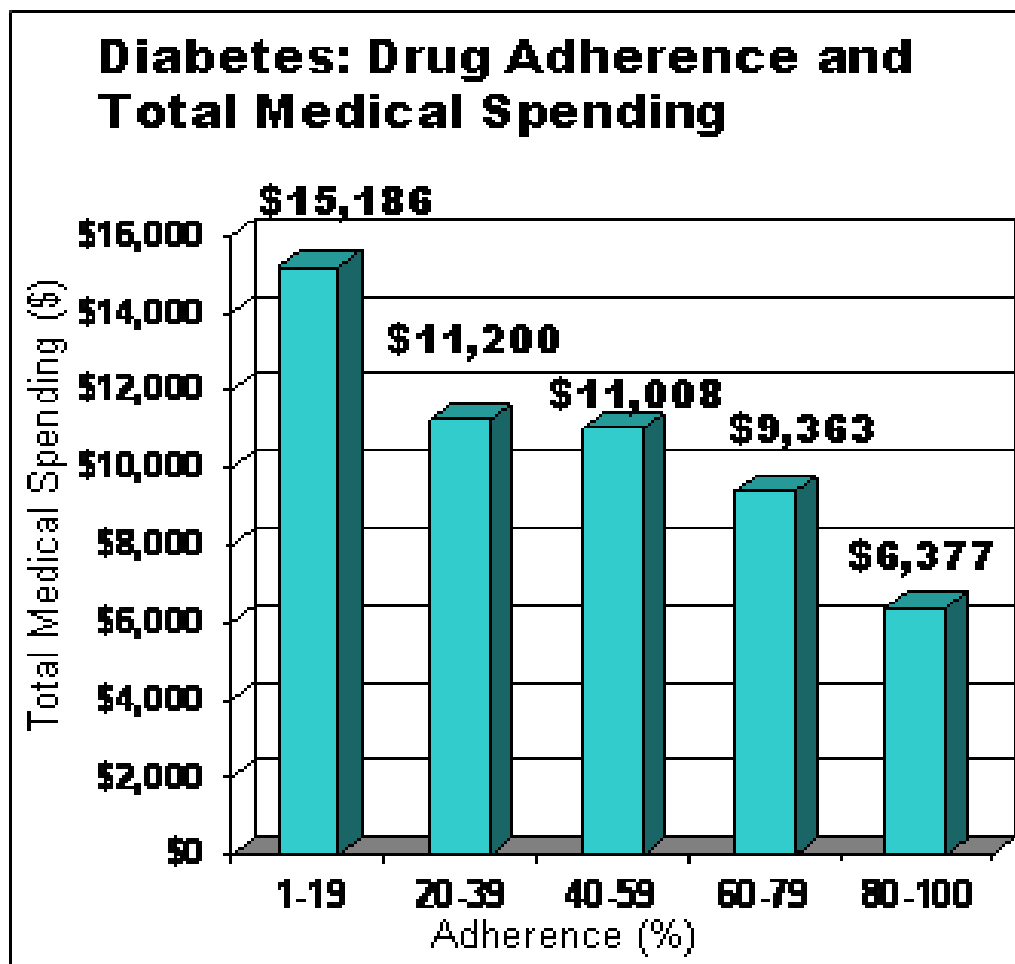
- AstraZeneca has integrated health care and benefits strategy anchored in concepts of Prevention, Quality, and Adherence (PQA)
- In 2005, AstraZeneca partnered with Mayo Clinic to introduce the Health Care Risk Assessment program
- The Problem with Lack of Medication Adherence:
  - **Patients generally acknowledge that it's hard to be adherent to medication.**
  - **Findings from two 2005 surveys showed**
    - Four of ten seniors report not taking medications as prescribed\*
    - One-third of approximately 2,500 adults reported being “often” or “very often” nonadherent to medications\*\*

\*Safran DG, Neuman P, Schoen C, Kitchman MS, Rogers WH, et al. Prescription Drug Coverage and Seniors. *Health Affairs*. 2005;152:166.

\*\*Prescription Drug Compliance a Significant Challenge for Many Patients [press release]. Rochester, NY: Harris Interactive. Available at:

<http://harrisinteractive.com/news> Accessed February 2, 2006.

# The Problem with Lack of Medication Adherence



- Diabetic patients with 80% to 100% medication adherence were significantly less likely to be hospitalized for disease-related reasons or for any other reason compared with less compliant patients
- For every \$1 spent on diabetes medicines, there were an estimated \$7.10 in savings

Sokol MC, McGuigan KA, Verbrugge RR, et al. Impact of Medication Adherence on Hospitalization Risk and Healthcare Cost. *Medical Care*. 2005;43:521-30.

# Emergency Department Analysis: Review of Five Chronic Conditions

Chronic Conditions (CCS code)	Percentage of this condition admitted through the Emergency Dept
Hardening of the arteries (coronary atherosclerosis)	41.5%
Congestive Heart Failure	72.1%
Mood disorders (depression and bipolar disorders)	49.2%
Chronic obstructive lung disease	71.7%
Asthma	72.1%

Source: AHRQ, Center for Delivery, Organization, and Markets, Healthcare Cost and Utilization Project, Nationwide Inpatient Sample, 2003.

Publication: Healthcare Cost and Utilization Project, Statistical Brief #2, February 2006.

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# Physician Office Reality

Physicians are pressed for time, and medication adherence discussions often involve complex issues

- Time with physician: ~18 minutes?  
(range 6-30 minutes)
- Drug-taking instructions?
- Adherence discussion?

**Message Sent Is Not Always  
Message Received**



# Strategies for Plan Design and Employee Engagement

- **Data Mining**

- Understanding your disease burden, comorbid conditions, and treatment compliance (medical and pharmaceutical).
- Impact of mental health and stress

- **Complexity of healthcare delivery model**

- Navigation tools for employee engagement
- Inventory of plan offerings – nurse line, case management, online references, DM services

- **Business Value of Health**

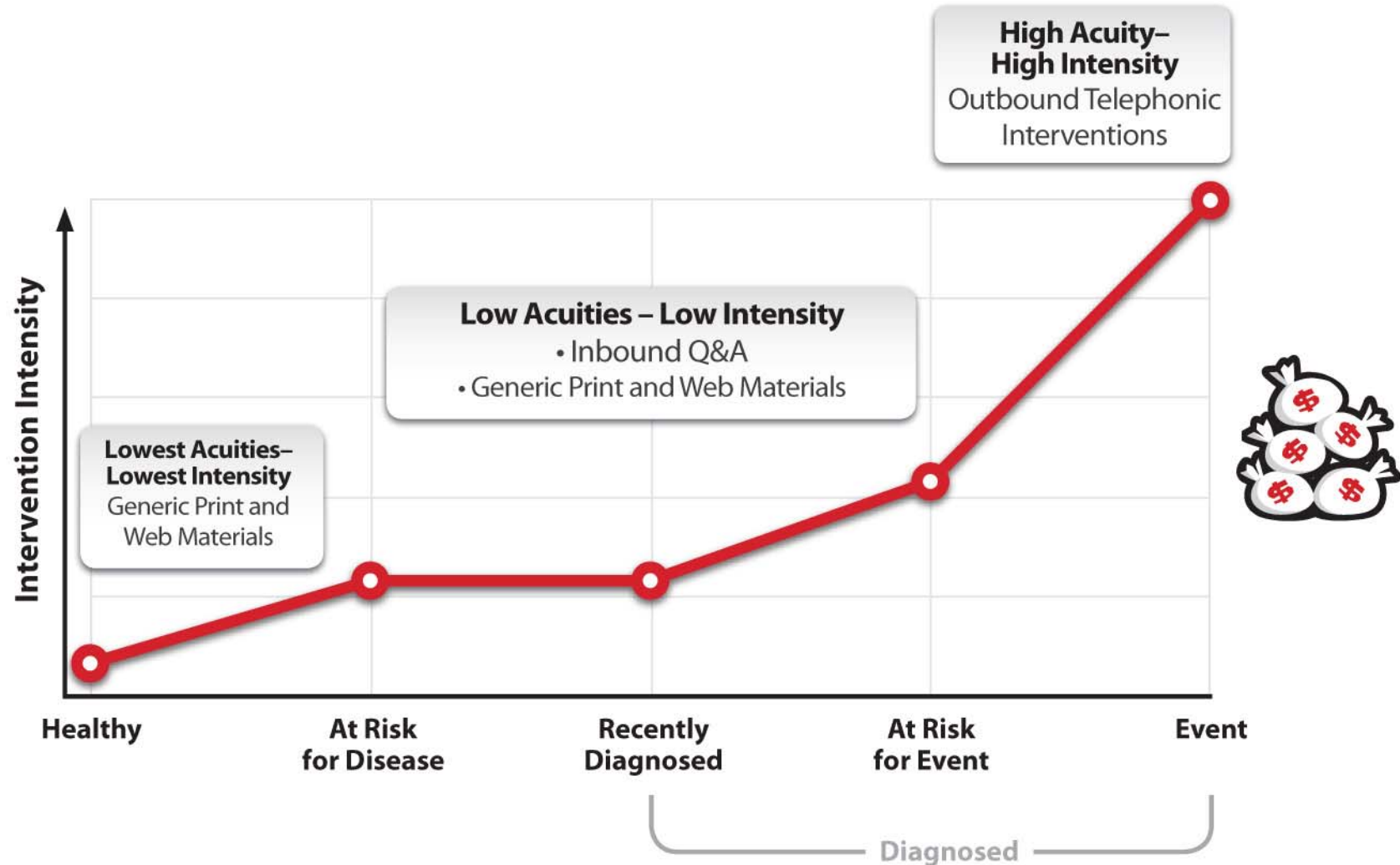
- Understanding metrics. Know what the DM reports really are telling you and what they aren't telling you.



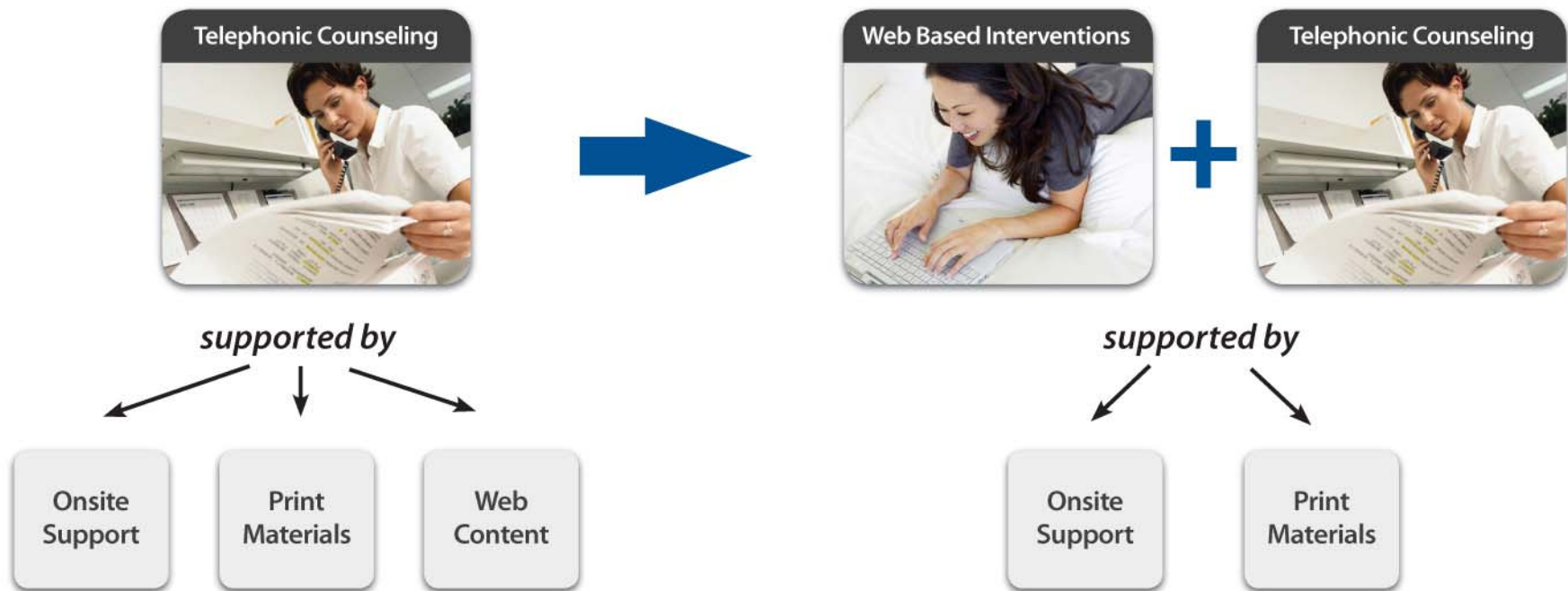
# AZ Self Management Initiatives

- **Health eGoals TIPS Pilot Program:**
  - Tailored Interactive Patient Solution
  - On-line disease management program
  - Next generation disease management
- **Patient Self-Management Pilot Program**
  - Pilot program in US headquarters
  - Employees currently diagnosed with type II diabetes
  - Provide education, treatment and incentives to mitigate the risk of cardiovascular disease

# Traditional Approach



# A New Generation of Wellness & Disease Management



# Use of the Internet for Health Information

According to a recent prospective consumer preference index<sup>1</sup>:

- Eighty percent (80%) of respondents in the United States are more aware of their health than 5 years ago

AND, in the future ...

- Seventy-three percent (73%) of respondents want to receive health-related information via online channels
- **Ninety-one percent (91%) will want health information if it is tailored to specific needs and interests**

## Currently<sup>2</sup>

- Seventy-three percent (73%) of American adults (147 million adults) are Internet users  
(April 2006)
- Seventy-nine percent (79%) of Internet users research health information online
- Sixty-six percent (66%) of Internet users seeking health information research a specific disease

### References

1. Poll was conducted by Prospective.com. Prospective is a provider of online consumer acquisition solutions.
2. Pew Internet & American Life Project available at [www.pewinternet.org](http://www.pewinternet.org)

# Use of the Internet for Health Information

“I believe that information technology is challenging old institutions, bridging great distances, and giving people more control over their own lives. Americans deserve the health care of the 21<sup>st</sup> century. That includes modern medical technology, modern information technology, and **modern consumer-focused delivery systems.**”

Michael O. Leavitt

Secretary of the US Department of Health and Human Services

Committee on Health, Education, Labor and Pension

US Senate, January 18, 2005

# Health eGoals™

Health eGoals™ provides patients with tailored, interactive messages designed to motivate them to play a more active role in managing their health care, improve compliance, and engage in healthy lifestyles.

## **Focused on Heart-Related Conditions:**

1. High Cholesterol
2. High Blood Pressure
3. Heart Failure

# Why Health eGoals™?

Playing a more active role in managing patient prescribed treatment regimen and striving to improve patient behavior is influenced by a series of factors

- **Acknowledging importance of medication**
- **Understand prescription directions**
- **Overcome personal barriers (forgetfulness, fear, personal beliefs)**
- **Recognize side effects and inform his/her physician**
- **Overcome lack of valued support**
- **Employ time-management skills**

# Impact of Compliance on Outcomes

## Cholesterol

- Only 1/3 of patients achieve LDL goals
- Less than 20% of coronary heart disease patients are at LDL goal
- Almost 100 million Americans have total blood cholesterol at or above 200 mg/dL

## Hypertension

“Individuals with high blood pressure (BP) ...”

- Thirty percent (30%) do not know they have high BP<sup>1</sup>
- Over 50% of patients with poorly controlled BP are noncompliant<sup>2</sup>

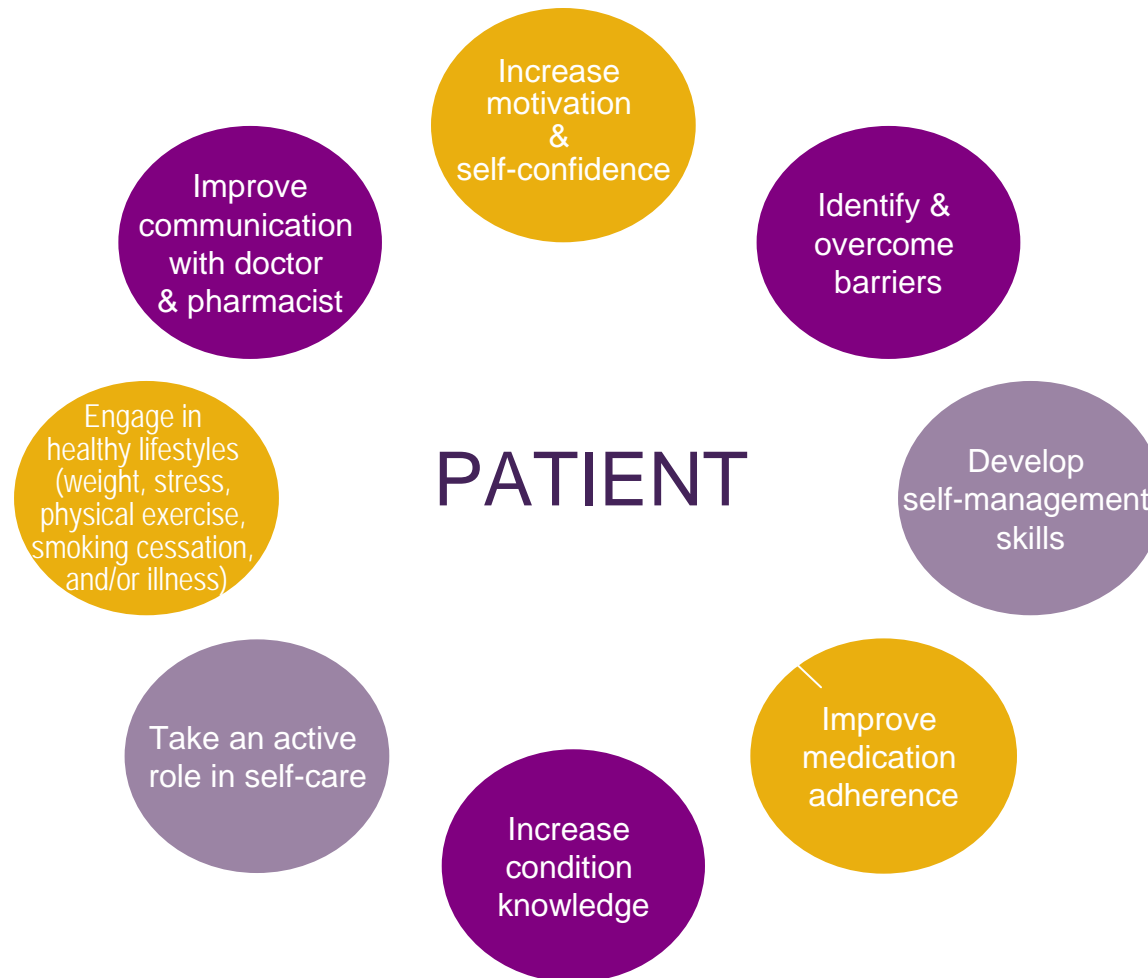
1. National Institutes of Health, National High Blood Pressure Educational Program, JNC VII Guideline, NIH Publication No 04-5230, August 2004.
2. Rudd P. *Am Heart J.* 1995;130(suppl 3, pt 1):572-579.



# It Matters How You Deliver The Message

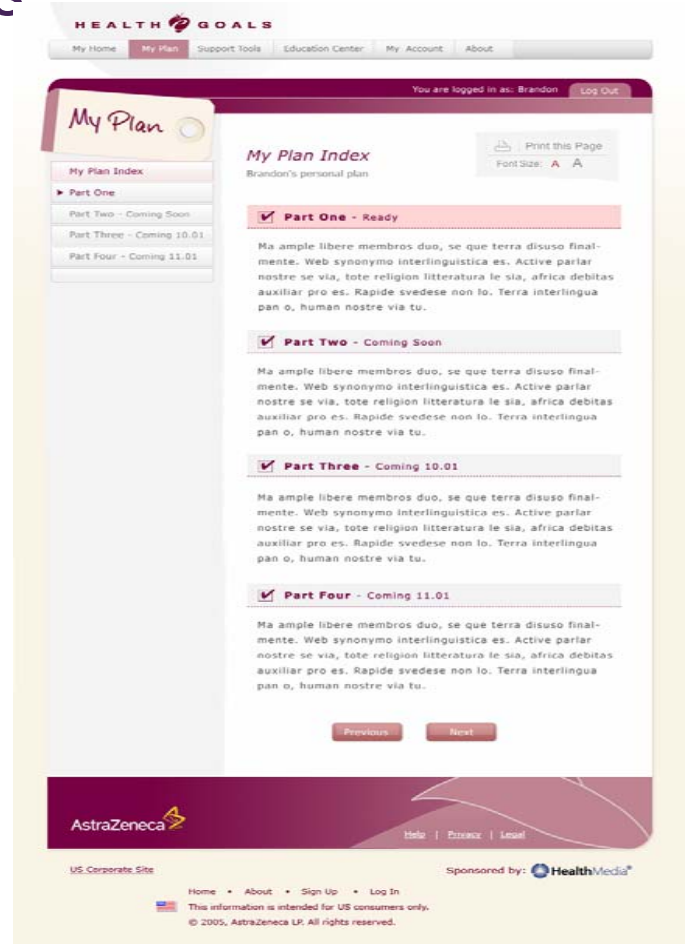
- **Personalized:** Generic/Standard: with individual's name on communication
- **Targeted:** Intended to reach **specific subgroup(s)** of population, usually based on demographic characteristics shared by members
- **Tailored (Health eGoals™ TIPS):** Any combination of clinical information and behavioral change strategies based on
  - personal characteristics, values, and beliefs
  - derived from a personal assessment
  - tailored and important to that individual
  - capable of being delivered interactively

# Why Health eGoals™ is Valuable for Patients/Employees



# The Health eGoals™ Program

- Four periodic patient assessments
  - Part 1: Building Rapport and a Tailored Strategy
  - Part 2: Increasing Motivation and Self-Confidence
  - Part 3: Forging Stronger Relationships
  - Part 4: Self-Management Gets Support



# Employee Impact

- **Innovative DM Solutions:** Health eGoals & PSMP align with key initiatives
  - Online options for maximum reach
- **Enhanced Benefit Plan Design:** Reduced copay for CV conditions
  - Eliminating cost barriers to adherence
- **Data Warehouse:** Information gathering and reporting
  - Program evaluation & metrics