

Blue Cross® and Blue Shield® of North Carolina (Blue Cross NC) | Healthy Blue + MedicareSM
(HMO-POS D-SNP)

Subject: Bridging The Gap: Enhancing Medication Adherence For Better Health Outcomes

Did you know 40 to 50% of patients are non-adherent to their medications for chronic conditions, leading to 100,000 preventable deaths and \$100 to \$300 billion in avoidable medical costs per year?¹ Medications are the primary intervention in treating and preventing disease. For most conditions, medications need to be taken at least 80% of the time to see an improvement in clinical outcomes. Please review the guidance below for ways to understand and support effective usage of your patients' medication.

Understanding The Potential Challenge

Medication adherence is not just about patients remembering to take their pills — it is a multifaceted issue influenced by several factors, including:

- Adherence challenges: Cognitive impairment, history of non-adherence, and confusion or misunderstandings
- Barriers and concerns: Fear of side effects, perceived lack of benefit, and complex medication regimens
- Logistical or financial issues: Transportation difficulties and high medication costs

Implementing Solutions

Standardized Identification Process

Identifying adherence issues can be challenging. We recommend the following strategies:

- Discuss adherence at each appointment using open-ended questions
- Analyze claims or non-adherence reports to find at-risk patients
- Use electronic health records for proactive identification

Tailored And Proactive Approaches

It is essential to tailor solutions to each patient's unique needs:

- Simplify regimens: Use once-daily doses and 90-day supplies with refills
- Patient education: Clearly explain medication benefits and risks
- Streamline prescribing: Use real-time prescription benefits and e-prescribe to CarelonRx® for home delivery to reduce pharmacy visits

Spotlight On Success

When a patient struggles with controlling their condition, consider medication non-adherence as a potential reason. By employing these strategies, you can significantly improve patient outcomes and reduce healthcare costs.

<https://bluecrossnc.com/providers/networks-programs/blue-medicare/healthy-blue-medicare>

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