“Welcome to the 2014 OutcomesMTM Trends Report. Over the past year, the market for MTM services continued to advance with more and larger entities employing MTM to enhance healthcare quality in cost-effective ways. Local pharmacists—armed with the tools and infrastructure OutcomesMTM provides—impact patients in ways that inspire us every day. We hope you gain insight into this rapidly advancing segment of healthcare and find inspiration from the stories we share within this report.”

Tom Halterman, CEO
OutcomesMTM™
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The Personal Value of MTM

Personal Pharmacist™ Randall Dawes, Valucare Pharmacy, Waukesha, WI

During a Comprehensive Medication Review, Randall’s patient confided that she was struggling with compulsions. Uncontrollable urges to shop and spend money had put her into so much debt that she sought private loans to hide the problem. The patient had already consulted with her primary doctor, a psychiatrist and a therapist with no positive results. During her consultation, Randall reviewed his patient’s current medications. He noticed that she was taking a medication for restless leg syndrome that can cause a side effect of compulsive behavior in rare cases. When Randall told the patient that a medication may be causing these compulsions, she burst into tears. She said that she finally had hope that her problem could be fixed. Randall contacted the patient’s doctor to recommend stopping the medication, and the doctor agreed. Since discontinuing the medication, the patient is no longer experiencing uncontrollable urges, and her quality of life has greatly improved.
### KEY FACTS

**CMS 2013 MTM**

Centers for Medicare and Medicaid Services (CMS) + Medicare Part D Medication Therapy Management (MTM) Programs Facts

Almost one-quarter of MTM programs used expanded eligibility requirements beyond CMS’ minimum requirements >> 160 programs out of 645

42% of programs offer face-to-face consultations (up from 28.4% in 2012)

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>28.4%</td>
</tr>
<tr>
<td>2013</td>
<td>42.4%</td>
</tr>
</tbody>
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### 31% of all initial drug prescriptions were not filled within nine months


### About one-third of new drugs introduced in the U.S. from 2005 to 2012 were approved by government regulators on the basis of a single large clinical trial, according to a new study.

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### 42% of patients 65 and older took five or more prescription drugs in 2012, and the average number of drugs taken increases from five at age 65 to seven at age 85.

Source: Centers for Medicare and Medicaid Services (CMS) 2013 Medicare Part D Medication Therapy Management (MTM) Programs Fact Sheet.

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FORMED IN 2010, the National MTM Advisory Board brings together representatives from multiple stakeholder groups to build consensus and influence policy development in the MTM industry. The Board incorporates a diverse mix of viewpoints and experience from payors, consumers, prescribers and pharmacists. As thought leaders, members of the Board address both the short- and long-term positioning of MTM services within the larger healthcare picture. OutcomesMTM provides administrative support to the board.

Advocacy

DTP Definition
In response to industry discussion on quality measure development, the National MTM Advisory Board released its definition of a drug therapy problem (DTP). A standard definition is vital for accurate reporting and benchmarking.

CMR Companion Measures
Following the 2014 CMS Call Letter, the Board proposed a companion measure of number of drug therapy problems resolved per CMR to ensure quality of service remains and effectiveness can be measured.

MTM Eligibility
The National MTM Advisory Board provided comments on Medication Therapy Management Program (MTMP) eligibility criteria. While Medicare plan-to-plan inconsistency in MTM eligibility criteria has been somewhat limited due to refinements introduced by the Centers for Medicare and Medicaid Services (CMS), wide variability persists. The Board recommended consideration of the establishment of a minimum percentage of a plan sponsor’s overall population which must qualify for the MTM program offered by the sponsor.
MTM DEVELOPMENTS

2013

01.2013
ICARE HEALTH PLAN EXPANDS FACE-TO-FACE MTM OFFERING
ICARE, a successful ICARE Health Plan since 2003.

02.2013
AMERIGROUP LAUNCHES MEDICAD MTM PROGRAMS
Amerigroup selects OutcomesMTM to administer MTM services for its Medicaid members in three states.

07.2013
HY-VEE ADDS MTM TO EMPLOYEE BENEFITS
Hy-Vee, Inc., a network provider, offers MTM to its employees and dependents.

09.2013
NATIONAL MTM ADVISORY BOARD
- Revises definition of drug therapy problem to encourage a standardized definition for more accurate reporting and benchmarking.
- Comments to CMS on MTMP eligibility.
- Encourages CMS to adopt one or more quality-focused companion measures to evaluate the effectiveness of CMS in identifying and resolving medication-related complications.

03.2013
OUTCOMESMTM NAMES TOP PHARMACY-BASED MTM CENTERS ACROSS THE COUNTRY
Walgreens and Walgreens Pharmacy are named top large pharmacy chain and top regional pharmacy chain, respectively.

08.2013
NEW CONNECT™ PLATFORM
Taking a patient-centric approach, the new platform optimizes MTM delivery and administration.

04.2013
MEDICA LAUNCHES COMMERCIAL MTM PROGRAM WITH OUTCOMESMTM
Safe, effective medication use is the goal of Medication Therapy Management services.

05.2013
OUTCOMESMTM TRAINS PHARMACISTS
OutcomesMTM trains pharmacists on new program.

06.2013
FIRST ANNUAL MTM TRENDS REPORT
First annual report on MTM trends.

2014

01.2014
OUTCOMESMTM FORMS NEW QUALITY DIVISION
Goals for further align the company’s programs with national standards and shape future MTM programs.

02.2014
CARESOURCE EXTENDS MTM SERVICES TO NEW EXCHANGE PROGRAM
Information of CareSource Ohio Exchange JustMe plan can access MTM services at local pharmacies.

03.2014
CARESOURCE LAUNCHES COMMERCIAL MTM PROGRAM WITH OUTCOMESMTM
CareSource members and members of the plan’s senior Medicare program.

04.2014
TOP MTM CENTERS ANNOUNCED FOR 2013:
Top MTM Centers are named.

08.2014
PHARMACY TODAY
Pharmacy Today article features CareSource and its OutcomesMTM program.

2013

01.2013
OUTCOMESMTM IS SELECTED BY BLUE SHIELD OF CALIFORNIA FOR MTM SERVICES
OutcomesMTM provides MTM services to Blue Shield of California members beginning Feb. 1, 2013.

03.2013
OUTCOMESMTM PROVIDES MTM SERVICES TO HY-VEE, INC.
MTM services are offered to Hy-Vee, Inc., a network provider, to its employees and dependents.

07.2013
MTM PROFILE
MTM provides MTM services to Blue Shield of California members beginning Feb. 1, 2013.

10.2013
OUTCOMESMTM PIONEERS ACO-MTM MODEL
Trinity Pioneer ACCO patients became eligible for MTM services as part of a two-year study with the University of Iowa and UnityPoint Health.

11.2013
NEW QUALITY DIVISION
New Quality Division is established.

03.2014
NEW CONNECT™ PLATFORM
New Connect™ platform is launched.

08.2014
CARESOURCE LAUNCHES COMMERCIAL MTM PROGRAM WITH OUTCOMESMTM
CareSource members and members of the plan’s senior Medicare program.

09.2014
W UNIQUE QUALITY DIVISION
New Quality Division is established.

11.2014
TOP MTM CENTERS ANNOUNCED FOR 2013:
Top MTM Centers are named.
Improving Administration Technique
Personal Pharmacist™ Geoffrey Twigg • Apple Discount Drugs • Salisbury, MD
While conducting a Comprehensive Medication Review, Geoffrey discovered the patient was not administering his insulin appropriately. The patient was using the same injection site every day, causing significant damage to his skin. In an attempt to limit this damage, the patient was injecting a smaller amount than prescribed or skipping insulin injections altogether. Geoffrey educated the patient on the importance of rotating injection sites every day and on alternative injection sites that he could use. Two weeks later, Geoffrey followed up with the patient. The patient reported that he was successfully rotating his injection sites and was no longer having problems. Thanks to Geoffrey’s intervention, the patient’s blood sugar is under better control and the patient’s quality of life has improved.

Correcting Medication Mix-up
Personal Pharmacist™ Jessica Maltz • Walgreens Drug Store • St. Petersburg, FL
Jessica’s OutcomesMTM-eligible patient brought in all of his medications so that Jessica could review them with him. During this consultation, Jessica noticed the patient was keeping his medications in improperly labeled bottles. She was concerned when she saw that he kept medication for his acid reflux disease in a container labeled for his blood thinner. Jessica knew the patient could inadvertently miss doses of his blood thinner, which would put him at a high risk for a blood clot. Alternatively, if he took extra doses of his blood thinner, he would have a high risk of bleeding. Jessica helped the patient correctly identify his medications and put them in the correct containers. Jessica followed up with the patient a few weeks later to see if his medications were still correctly labeled. The patient told Jessica that, thanks to her help, he recognized the importance of taking his medications exactly as prescribed, and he planned to hire a home health nurse to help him with administering his medications.

Averting Dangerous Drug Interaction
Personal Pharmacist™ Lise Hennick • Kroger Pharmacy • Suwanee, GA
One of Lise’s patients was experiencing episodes of severe low blood pressure despite aggressive treatment by his cardiologist. The cardiologist had prescribed three medications to help raise the patient’s blood pressure, but the patient was still experiencing symptoms. Lise noticed the patient’s primary care doctor had recently prescribed a new prostate medication for the patient. She knew that a common side effect from this medication is low blood pressure. Lise contacted the patient’s cardiologist to determine if he was aware the patient was taking the prostate medication since it was prescribed by a different doctor. The cardiologist immediately had the patient discontinue the prostate medication because of his uncontrolled low blood pressure. Thanks to Lise, the patient’s blood pressure is now stable and a potentially life-threatening drug interaction was prevented.

Clarifying Misinterpretation
Personal Pharmacist™ Dawn Blaylock • Blount Discount Pharmacy • Alcoa, TN
Chemotherapy is often very complex and consists of multiple medications used over an extended period of time. If the medications are not taken exactly as prescribed, effectiveness of the entire regimen can be decreased. Dawn was reviewing a cancer-fighting medication with her patient when she realized the patient had misinterpreted the directions for this drug. The doctor wanted the patient to take five tablets one time per week, but the patient was taking one tablet Monday through Friday of each week. Dawn knew that without a large burst of this medication each week, the entire cancer treatment could fail. Dawn contacted the prescriber and alerted him of the error. The physician believed that the chemotherapy could still be successful if the mistake was immediately corrected. By catching this error early on, Dawn helped ensure that the patient received the greatest benefit from her chemotherapy.

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MTM SPOTLIGHT

Medicare Population >> SENIOR WHOLE HEALTH

PROGRAM STARTED | 2008

MEDICARE ADVANTAGE
SNP
SPECIAL NEEDS PLAN
TOTAL POPULATION
10,280
MEMBERS
ENROLLED
48%
MET MTM CRITERIA

There shouldn’t be any doubt that providing MTM services improves health outcomes. Senior Whole Health uses a high-touch approach to serving our senior dual-eligible population. OutcomesMTM uses the strength of its contracted community pharmacists to provide personal face-to-face consultations to support our mission of maximizing the quality of life, health, security and independence of our members. We value our strategic partnership with OutcomesMTM.

Michael T. Takach, MS, RPh, Senior Whole Health
Director, Pharmacy Services

Return on Investment (ROI):
Based on OutcomesMTM’s Actuarial Investment Model (AIM™)

- AIM assigns an estimated cost (externally validated by an actuarial firm) to each severity level. Pharmacists choose the appropriate severity level for each intervention except for those preset by OutcomesMTM. (Claims for cost savings are automatically assigned a Level 2.)
- Claims are reviewed by an independent, third-party quality-assurance company to verify documented claims follow established guidelines. AIM savings are then calculated and reported to the client.

ROI

OVERALL AIM
$9.14:$1

LEVEL 2 Drug Product Cost Savings
$1.26:$1

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**NETWORK PERFORMANCE**

**MTM SERVICE ACTIVITY**
This map provides a state-by-state comparison of overall MTM service activity including all claim types: Comprehensive Medication Reviews (CMRs), prescriber consultations and patient consultations for education/monitoring and adherence.

**SERVICE ACTIVITY**
- 100K – 200K
- 50K - 100K
- 10K - 50K
- 1K - 10K
- 1 – 5K

**COMPREHENSIVE MEDICATION REVIEWS**
This map details a state-by-state comparison of Comprehensive Medication Review (CMR) claims submitted in 2013.

**DRUG THERAPY PROBLEMS**
This map displays a state-by-state comparison of MTM services related to drug therapy problems (DTPs). This subset includes prescriber consultations and patient adherence consultations.

**NETWORK PERFORMANCE**

**SERVICE ACTIVITY**
- 66% of MTM services were successful

**COMPREHENSIVE MEDICATION REVIEWS**
- 67% of CMRs found and resolved drug therapy problems

**ONCE A PATIENT EXPERIENCES A CMR, HE/SHE IS 2X MORE LIKELY TO ACCEPT THE SERVICE IN THE FUTURE.**

For OutcomesMTM’s Medicare book of business, the CMR completion rate doubled from 2012 to 2013.

*Maps represent MTM activity based on MTM service claims from 2013. All data maps were based upon patient’s state of residence.*
SUCCESSFUL MTM SERVICES

These graphics illustrate successful MTM services provided by the Personal Pharmacist™ Network in 2013. For OutcomesMTM™, the category of drug therapy problems includes interventions that require consultation with a prescriber and patient consultations regarding adherence issues.

Reducing Medication Risk

Personal Pharmacist™ Denice Mitchell
Walgrens Drug Store – Boise, ID

Denice received a TIP for one of her elderly OutcomesMTM-eligible patients regarding a high-risk medication for patients more than 65 years old. The strong sleeping aid can be dangerous due to potential side effects, such as delirium, which can lead to falls. When Denice discussed this potential issue with the patient, the patient reported recent trouble with his memory. The patient also said he had been feeling confused and had recently hit some parked cars while driving. The patient had attributed these problems to old age, but Denice was concerned these symptoms could be side effects of his sleeping medication. The patient’s doctor agreed with Denice’s recommendation for a trial discontinuation of the sleeping medication. The patient was very grateful that Denice recognized this adverse drug reaction, and his memory and coordination have greatly improved.

Boosting Adherence

Personal Pharmacist™ Bev Adato
Park Drugs – Petersburg, VA

While conducting a Comprehensive Medication Review, Bev noticed the patient wasn’t taking the blood thinner that was prescribed after her hospitalization a few months earlier. The patient said she didn’t realize she had stopped taking the medication. Bev contacted the prescriber to determine whether the patient still needed to take the blood thinner. The doctor confirmed that the patient should resume taking this medication to reduce her risk for a second blood clot. Thanks to Bev, the patient now understands the importance of taking her blood thinner as prescribed and has not returned to the hospital.

NETWORK PERFORMANCE

ADVERSE DRUG REACTIONS

- 14% Cost-effective Alternative
- 10.8% Drug Interaction
- 12.4% Dosage Too High
- 7.0% Dosage Too Low
- 5.7% Needs Immunization
- 4.9% Needs Drug Therapy
- 4.9% Suboptimal Drug Selection
- 5.7% Unnecessary Prescription Therapy
- 2.5% Overuse
- 0.9% Underuse

ADHERENCE

- 62.4% A pharmacist consults with a prescriber to recommend change in prescription therapy
- 49.1% Prescriber Consultations

PRESCRIBER CONSULTATION

- 37.6% MTM services that require a pharmacist to consult with a prescriber to start, stop or change a prescription medication
- 27% Comprehensive Medication Reviews
- 26% This service is designed to get the member started successfully and catch issues early

Patient Education/ Monitoring

- 17% PTM services that require a pharmacist to consult with a prescriber to recommend change in prescription therapy
- 30% This service is designed to get the member started successfully and catch issues early

Patient Adherence Consultations

- 27% MTM services that require a pharmacist to consult with a prescriber to recommend change in prescription therapy
- 30% This service is designed to get the member started successfully and catch issues early

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POWER OF THE NETWORK

THERE ARE... 67K Pharmacies in the U.S.

91% of pharmacies are in the OutcomesMTM Network

Nearly 1 of every 2 pharmacists is an OutcomesMTM Personal Pharmacist

PERSONAL PHARMACISTS™ RESOLVED:

ONE DRUG THERAPY PROBLEM EVERY MINUTE IN 2013

500K+ IN TOTAL

Provider Resources Help Desk Calls: Incoming phone calls from the Network received in 2013: 84,791

Peak Day of MTM Services: 6,836 MTM Interventions

67K Pharmacies in the U.S.

OutcomesMTM™ Personal Pharmacist Network

5,000 Personal Pharmacists

2008 2009 2010 2011 2012 2013 2014

15K 20K 30K 40K 60K 70K 90K+
THE FACE-TO-FACE DIFFERENCE® IS THE CORNERSTONE OF OUTCOMESMTM™. RELATIONSHIPS—BOTH WITHIN OUR ORGANIZATION AND OUTSIDE OF IT—ENABLE OUR EMPLOYEES, NETWORK PHARMACISTS, CLIENT HEALTH PLANS AND THEIR MEMBERS TO THRIVE.

OUTCOMESMTM™

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