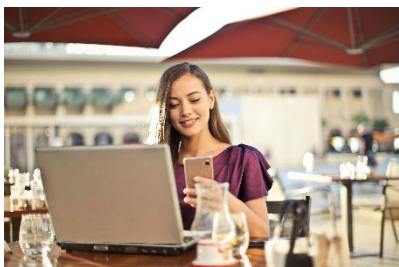


Managing Compliance with a Payer Inclusive Strategy

Managing non-compliance is extremely difficult, especially for prescribers. After a patient leaves the physician's office with a prescription, the physician has no idea if or when that prescription gets filled. Even if it is filled once, the physician does not have visibility into what happens from there — at least not until the patient returns for their next visit, which might only happen once or twice per year. Payers are well positioned to track the filling of prescription refills from the claims submitted by network pharmacies and supporting e-prescription shopper activities from apps like [RxWallet](#).

The approaches to solving the non-compliance problem are as broad as the causes. They include efforts to make prescriptions more affordable and increasing the effectiveness of communications. The necessity of addressing this issue is obvious, and all compliance initiatives should include a patient engagement component.

In many cases, patients are weighing their options, and deciding not to refill medications because they view the value as less compelling than the cost they will have to bear or the side effects they will have to suffer. If these are cognitive choices, the only answer is to help them understand the value of compliance. We can do this through well-timed education and reminders, sent conveniently to their mobile phone. Even better, if we can use that touchpoint to understand exactly what factors are driving their non-compliance, then we have the opportunity to help them address the specific issues that are most relevant to them. For example, if we can establish that cost is the issue (via a bi-directional text message exchange, for example), then we have the opportunity to find a solution — such as a coupon, a switch to generic or lower cost brand, or other support options.



Mobile phone text messaging approximately doubles the odds of medication adherence. This increase translates into adherence rates improving from 50 percent (assuming this baseline rate in patients with chronic disease) to 67.8 percent, or an absolute increase of 17.8 percent.

By combining an e-prescription shopping app like RxWallet with a communications platform like RxEOB's MercuryMessaging, it is possible to communicate with the patient about provider options, product information, and discount options. In addition, we can not only prompt the patient with reminders to either take a dose or refill a prescription, we can use this touchpoint to help educate them about why compliance is important.



[RxEOB@MercuryMessaging™](#) is well equipped to distill massive amounts of claims data to target non-compliant patients and communicate with them quickly and seamlessly to deliver supporting alerts and messages through the RxWallet app. It is preconfigured with a battery of compliance rules that target noncompliance with specific maintenance medication regimens, and can generate messages within minutes to those patients via SMS (text), email, or secure message.

To learn more about how your organization and its clients can benefit from the use of [RxEOB@MercuryMessaging™](#) and [RxWallet](#), visit us online at www.rxeob.com.