

# Break Barriers: Address the Real Reasons for Non-Adherence to Care

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# The Importance of Addressing Barriers to Care

“**Drugs don't work in patients who don't take them.**”

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*C. Everett Koop, M.D., the former U.S. Surgeon General*

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Medication non-adherence costs U.S. healthcare system \$290 Billion annually

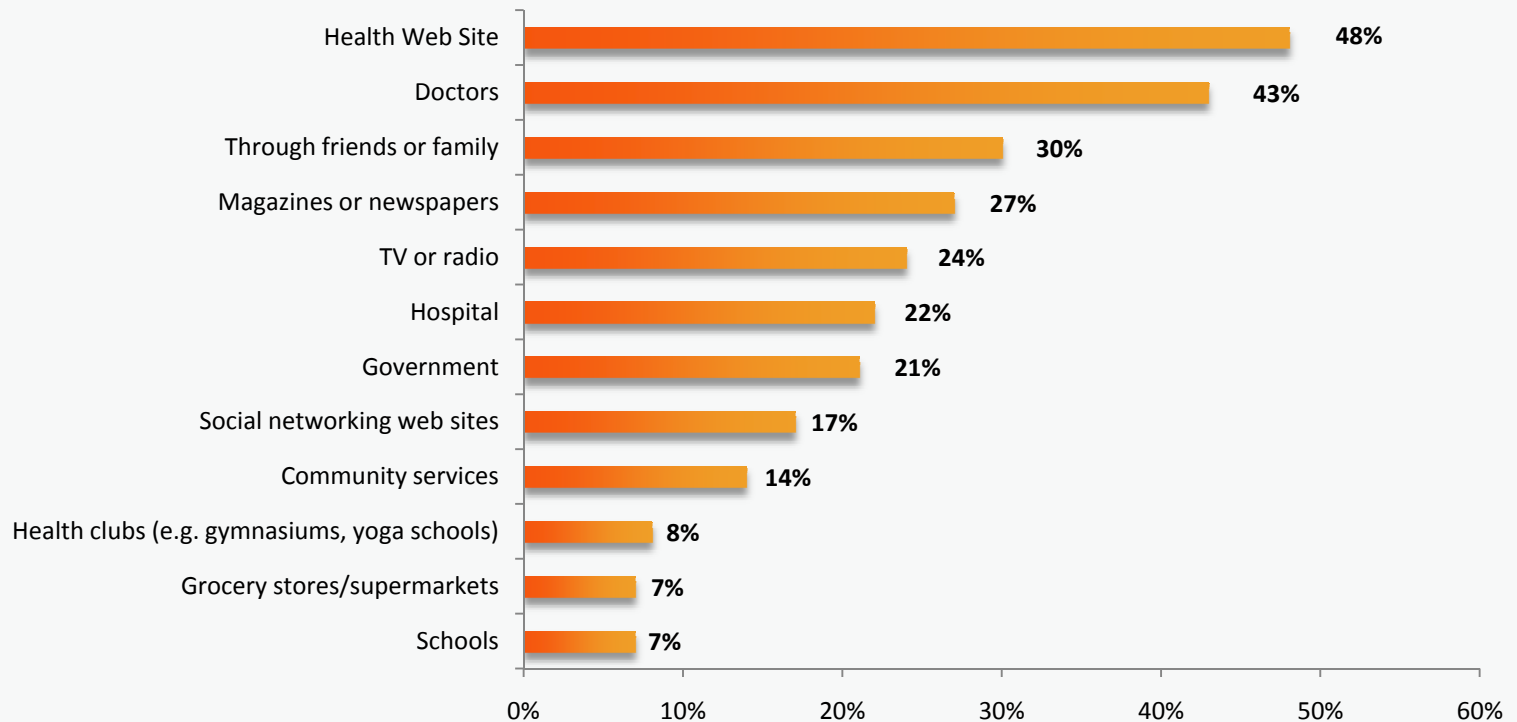
75% of healthcare spending goes to treat preventive chronic diseases, most linked to diet and fitness.

Up to 20% of U.S. citizens get the flu and more than 200,000 people are hospitalized for flu-related complications each year.

Cancer screening can reduce mortality from colorectal cancer by at least 60% and breast cancer by up to 25%.

# How Do Consumers Get Their Health Information?

## Where Do You Find Information to Make Decisions About Your Healthcare?



Source: PricewaterhouseCoopers, 2010

# Collect, Understand, & Address Barriers

“Change is not made without inconvenience,  
**even from worse to better,**”

*Richard Hooker, 1554–1600*

# Barrier to Care Analysis

What's keeping you from getting your:



Mammogram



Colorectal Cancer  
Screening



Diabetes Eye  
Exam



Lipid Test



Medicine



Flu Shot

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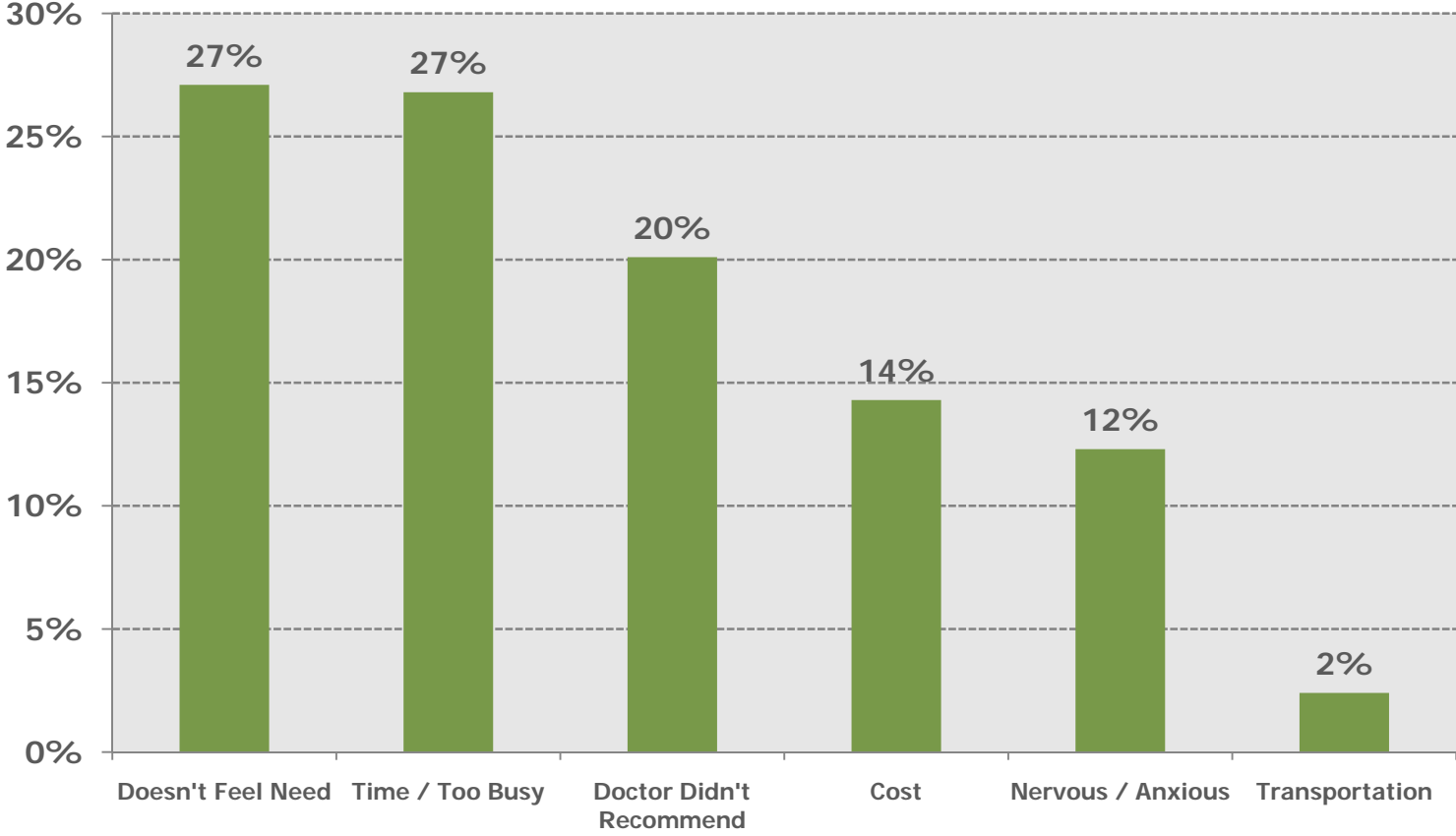
Data collected from 2008 – 2010

Population:

**243,234** Commercial and Medicare Members representing membership from 10 different U.S. health plans

# Overall Barriers to Care

## Barriers to Care Across All Programs

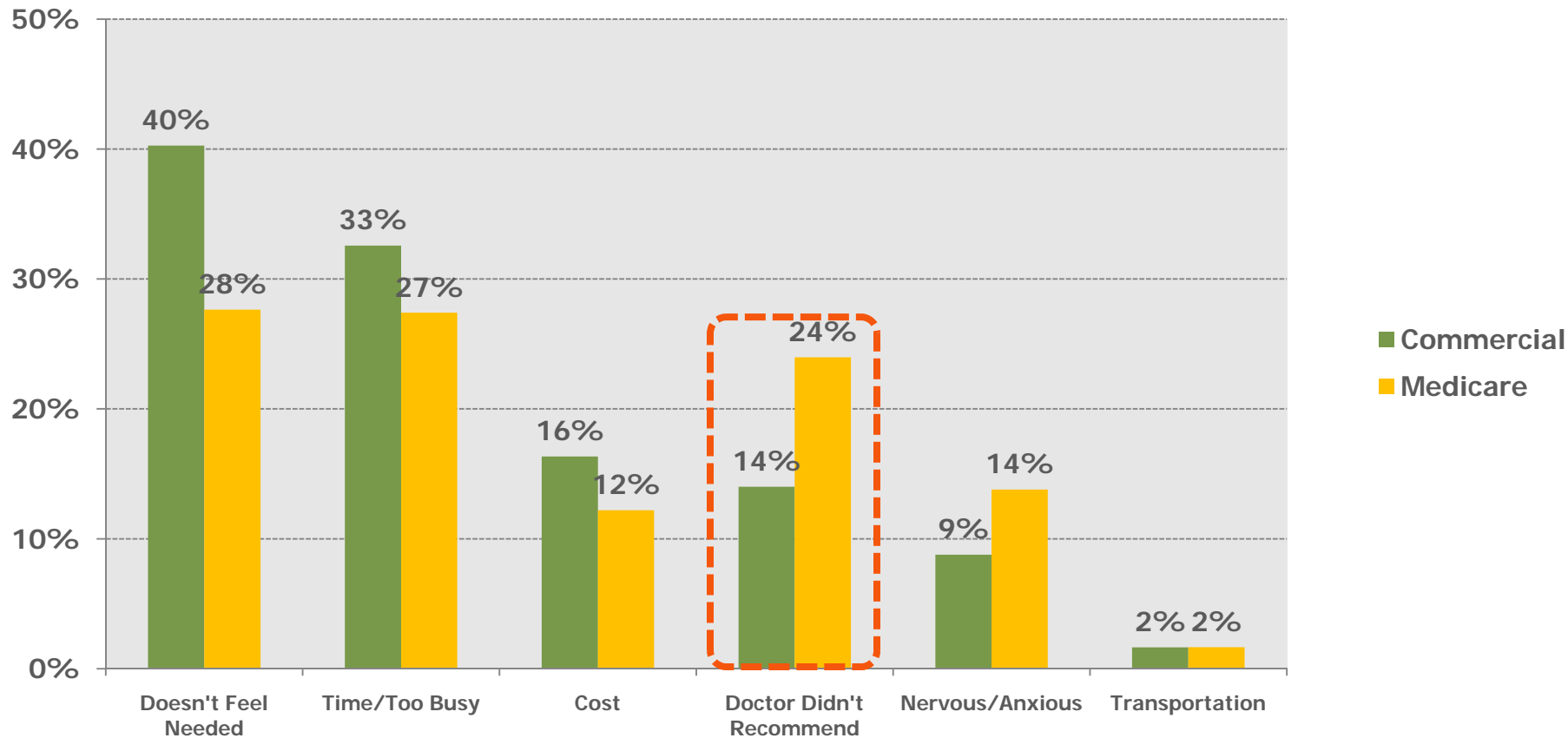


N = 243,234



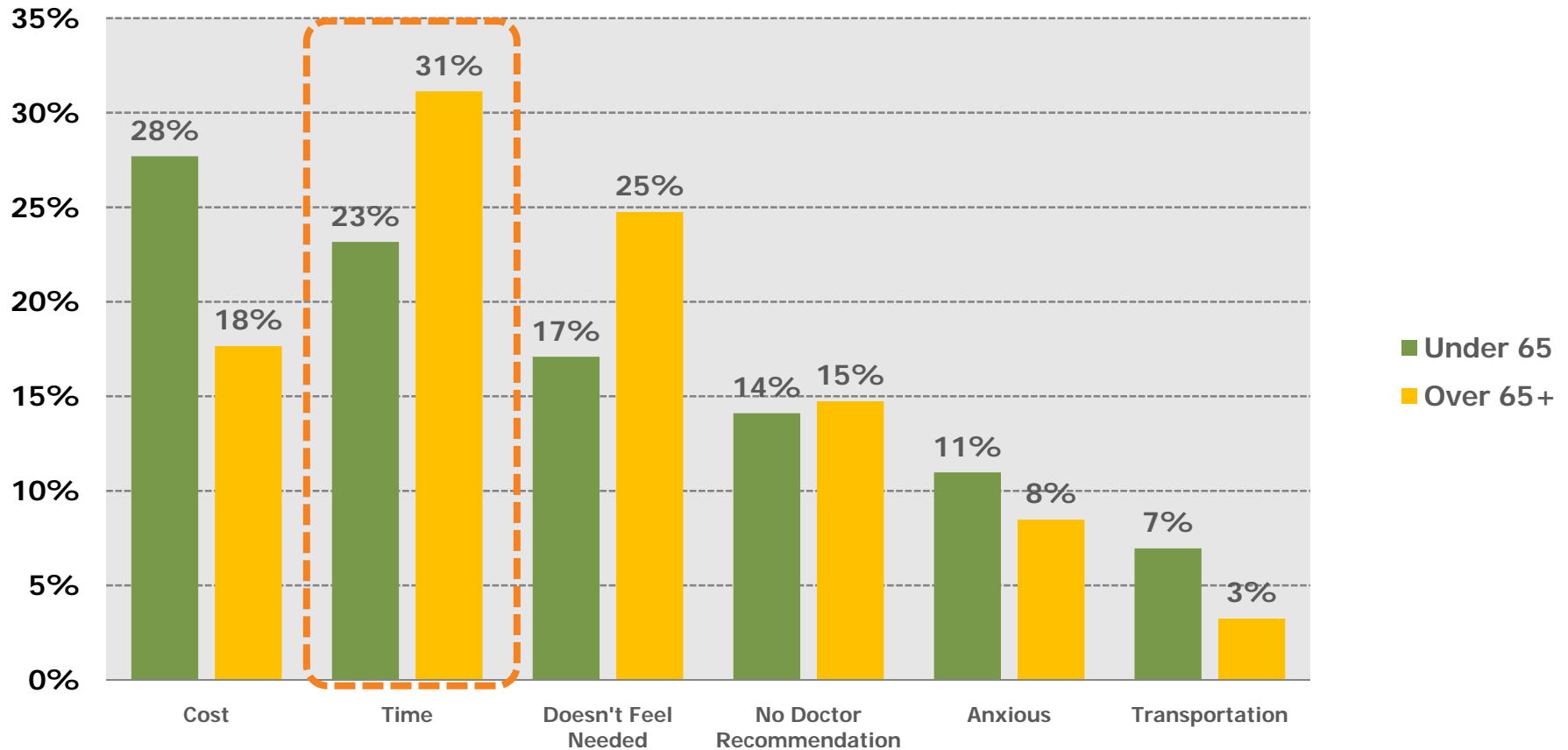
# Overall Barriers to Care

## *Seniors vs. Commercial*



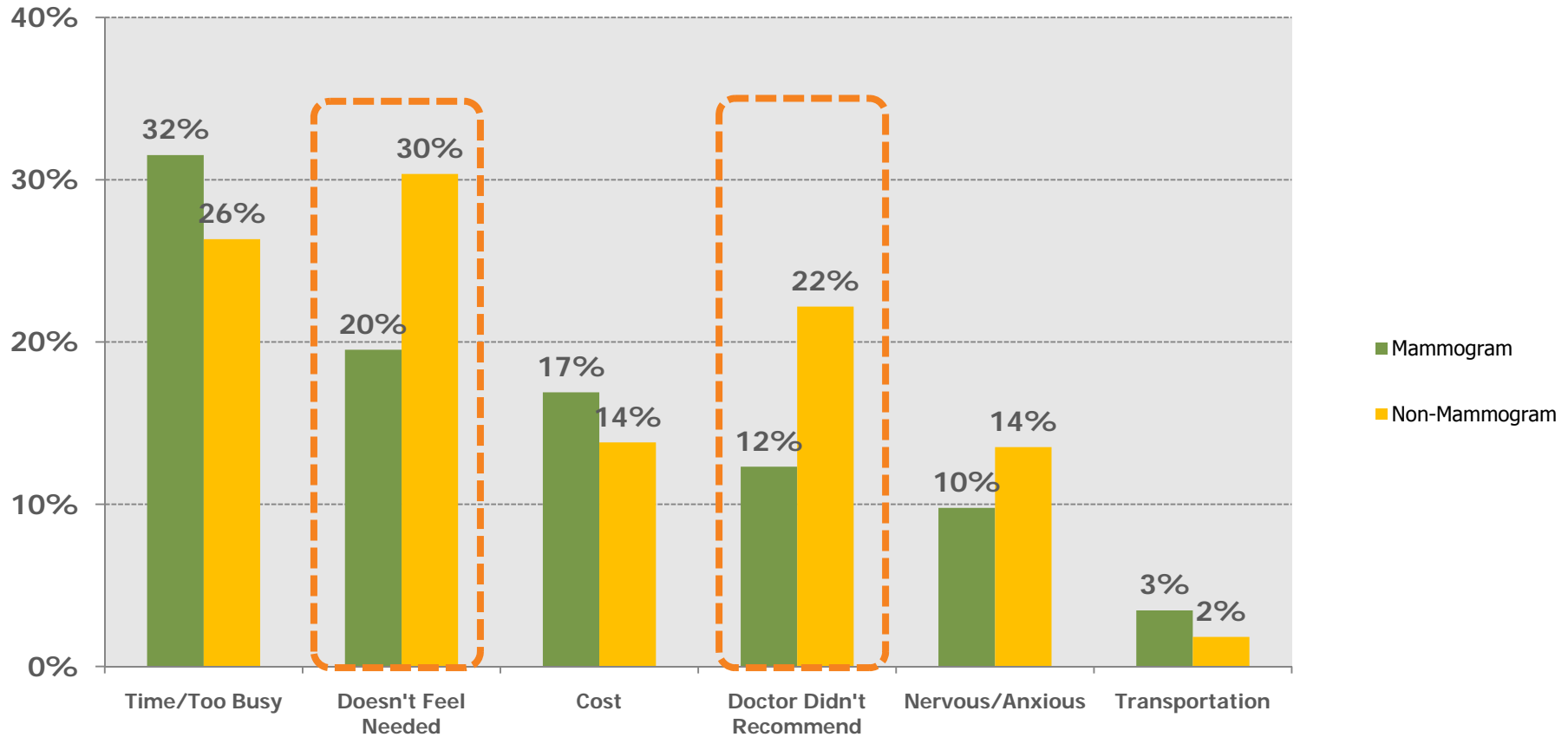
# Mammogram Screening Barriers

## Barriers to Getting a Mammogram

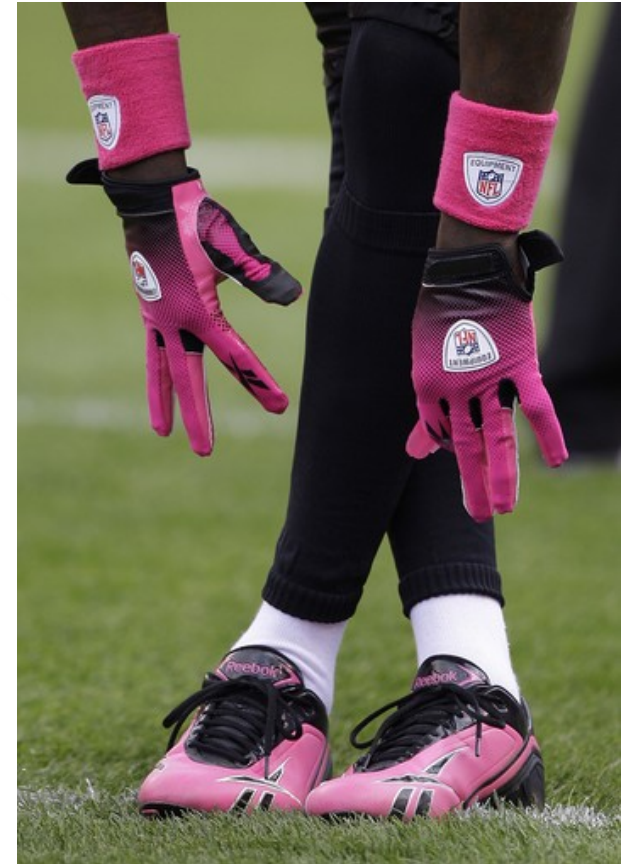


# Insights

## *Mammogram vs. Non-Mammogram*



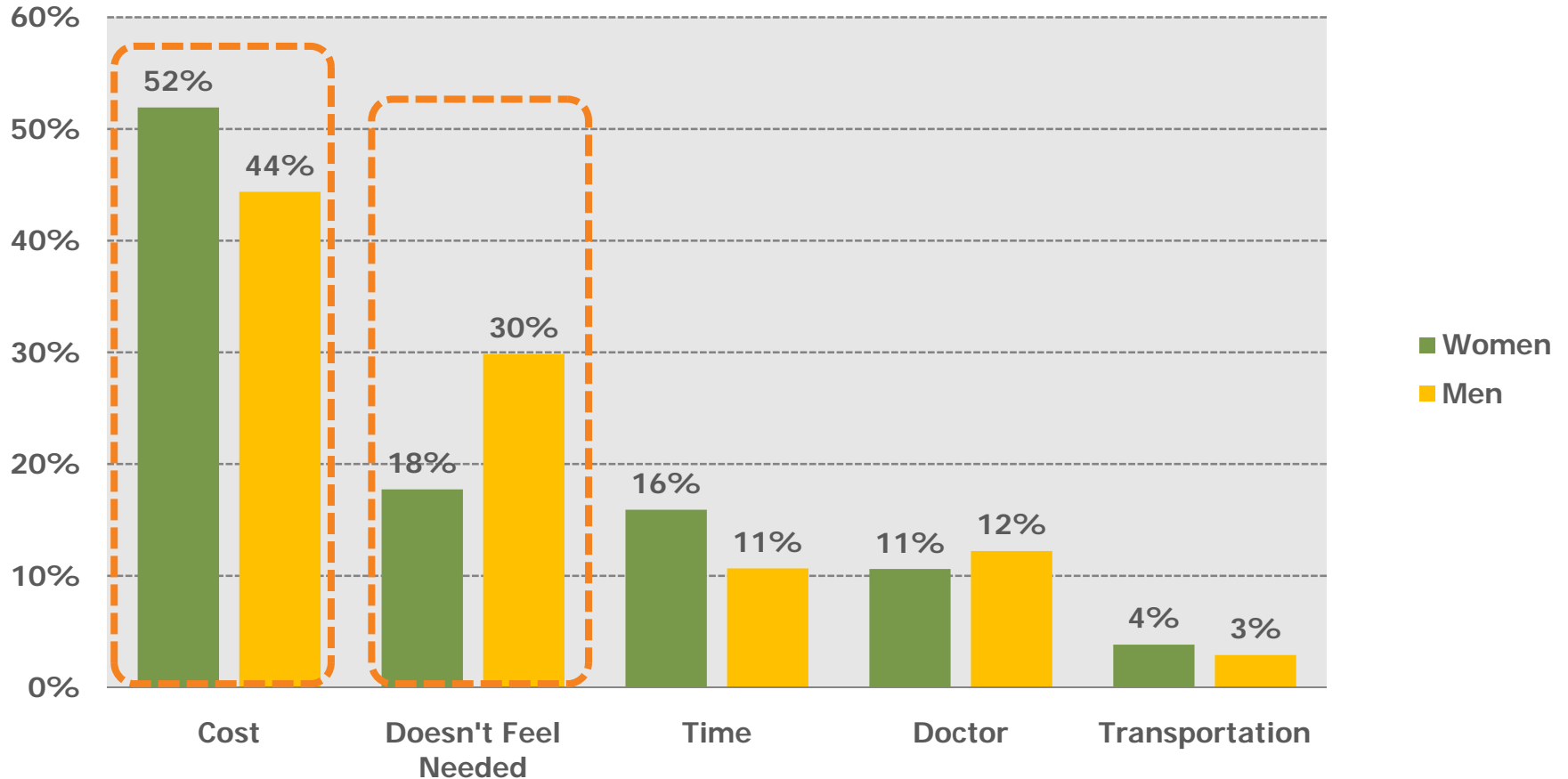
# Breast Cancer Public Awareness



# Diabetes Tests Related Barriers

## *Women vs. Men*

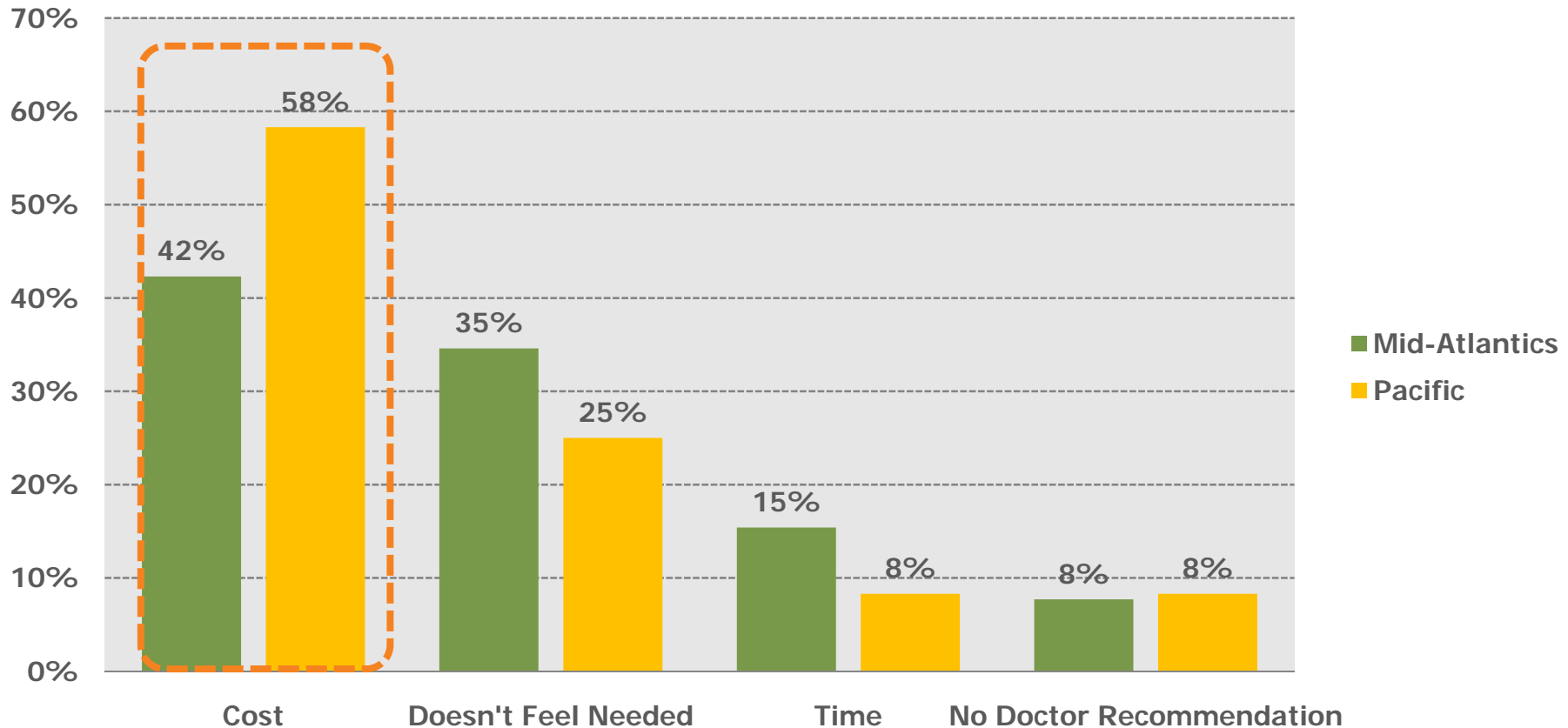
### Barriers to Getting a Diabetes-Related Eye Screening



# Regional Differences Exist

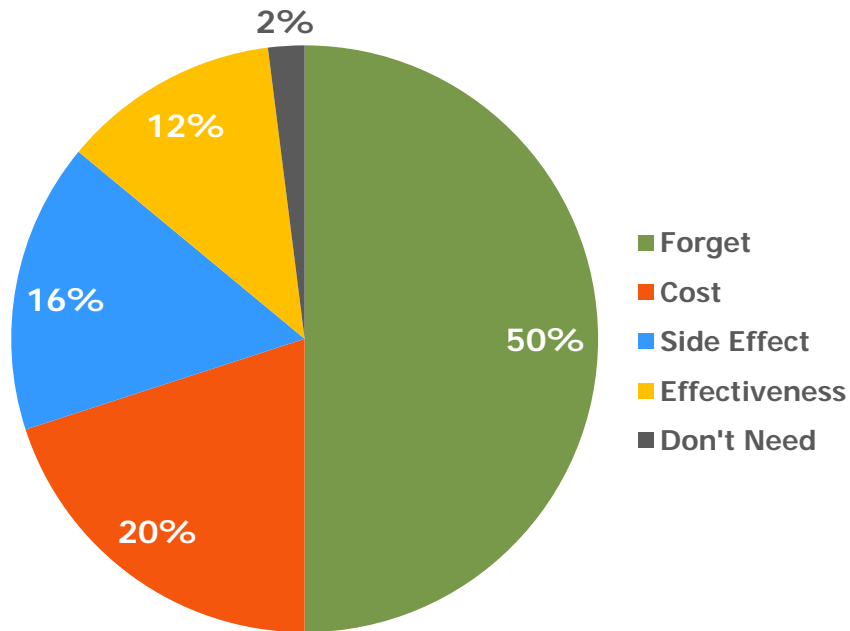
## *Diabetes Related Barriers by Region*

### Barriers to Getting a Diabetes-Related Eye Screening

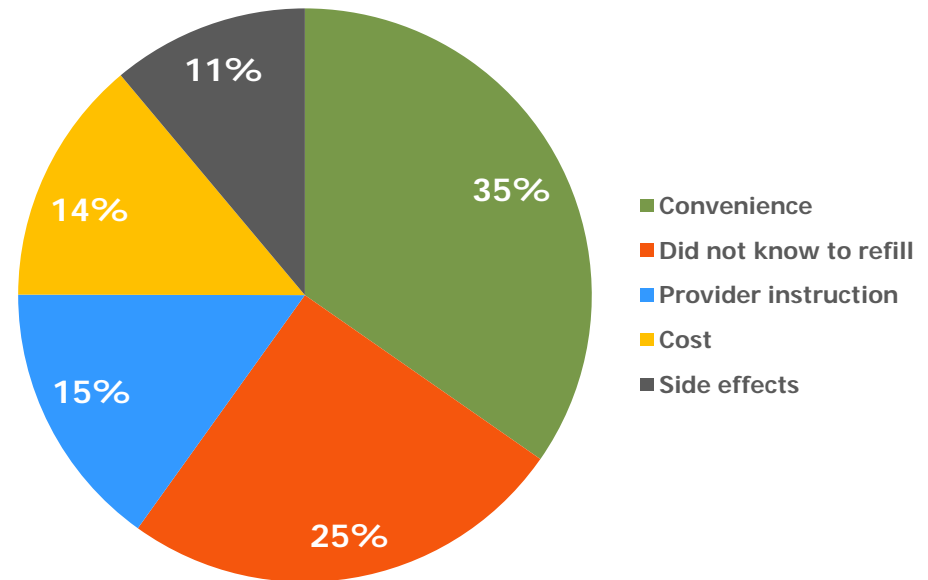


# Medication Adherence Barriers

## Barriers to Various Medications for Seniors

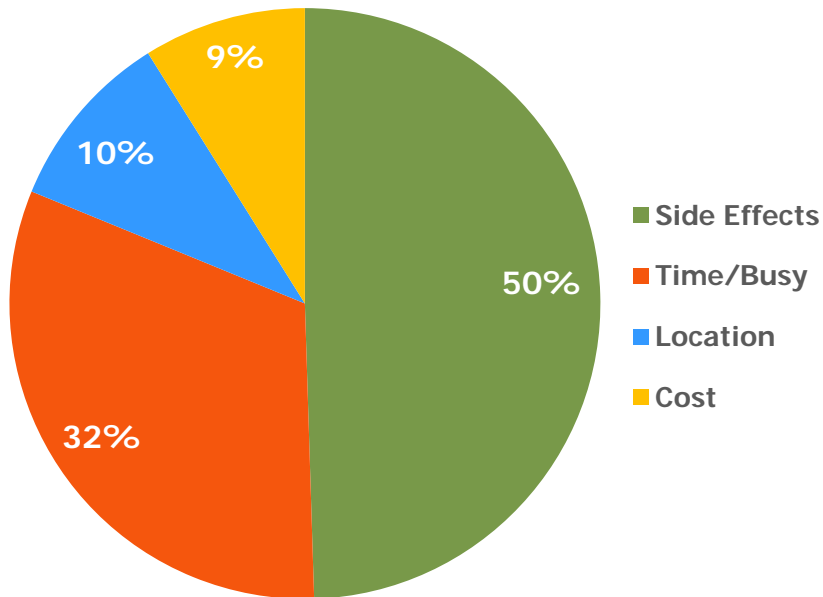


## Statin Adherence Barriers

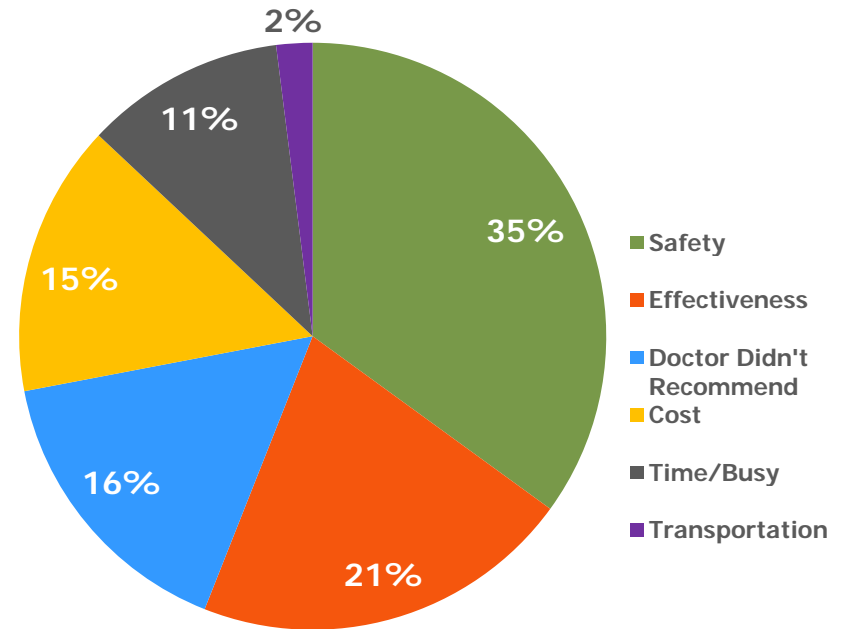


# Flu Shot Barriers

## Seniors' Barriers to Flu Shots



## Commercial Members' Barriers to Flu Shots



# The Bottom Line

**Communication** is a cornerstone to **breaking barriers.**

You need to **personalize** the message to an **individual's barriers.**

# Bravo HealthSpring

*Improving Star Ratings*



**Using Barrier-Breaking Messages to Improve Program Results**

# The Star Rating Challenge

## Requirements

- HEDIS
  - Claims driven (Event must occur and plan must prove it)
  - Mammograms, Colorectal Cancer Screening...
- CAHPS & HOS
  - Survey driven (Event must occur and member must recall)
  - Flu shots, Exercise, Mental Health...

## Difficulties

- Ability to reach dual eligible population
- Challenge of communicating complex message to members
- Members have reservations
  - Fear
  - Cost
  - Doctor's Recommendation
- 40% no-show on appointments

# Previous Program Attempts

## Pre-Health Reform

- 1 Quality tolerated, not embraced

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- 2 Relied on “one size fits all” communications

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- 3 Resulted in limited reach and little insight into what works

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- 4 Outreach with postcards for screenings and a reliance on BPHP

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- 5 End result judged on whether we tried and not on what we did

# STAR Campaign Overview



## Program Goals

- Schedule Appointments for Missing Screenings
- Remind Members of Scheduled Appointments
- Survey Members After Appointments



## Members Targeted

- Originally– Members with a maximum of three missing screenings
- Eventually–Members with two or less missing screenings



## Campaign 1: Appt. Scheduling

- Appointment Scheduling Call
- Appointment Scheduling Letter
- English
- Bilingual



## Campaign 2: Appt. Reminder and Follow Up

- Appointment Reminder Call
- Appointment Follow Up Call

# Using a Test and Learn Approach



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Bravo approached the outreach using a test and learn approach

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Goals

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- Make appointments for members as means of driving HEDIS score
- Find optimal strategies to engage Bravo members
  - Messaging
  - **Identify key barriers**



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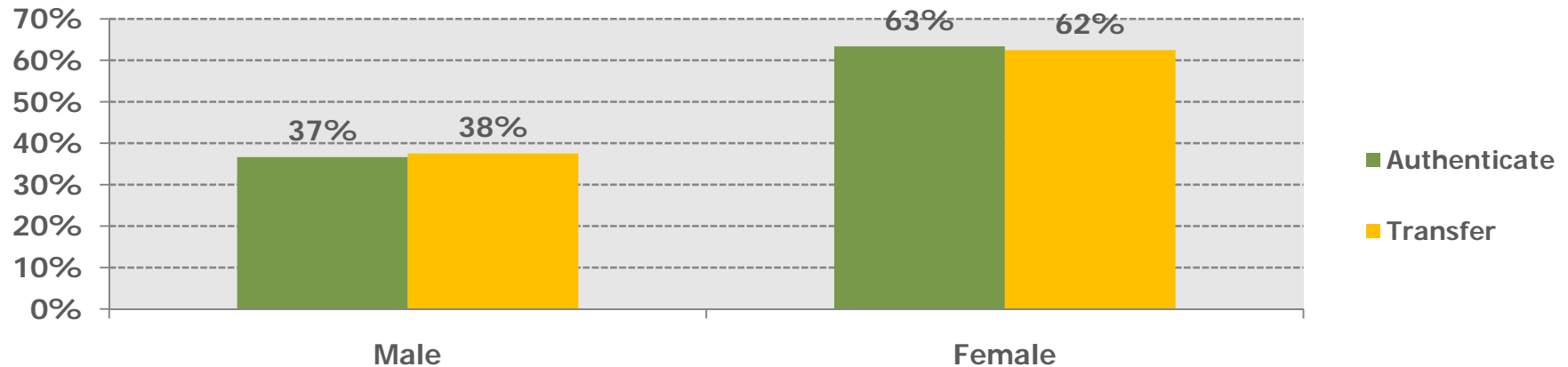
Make use of automated outreach to...

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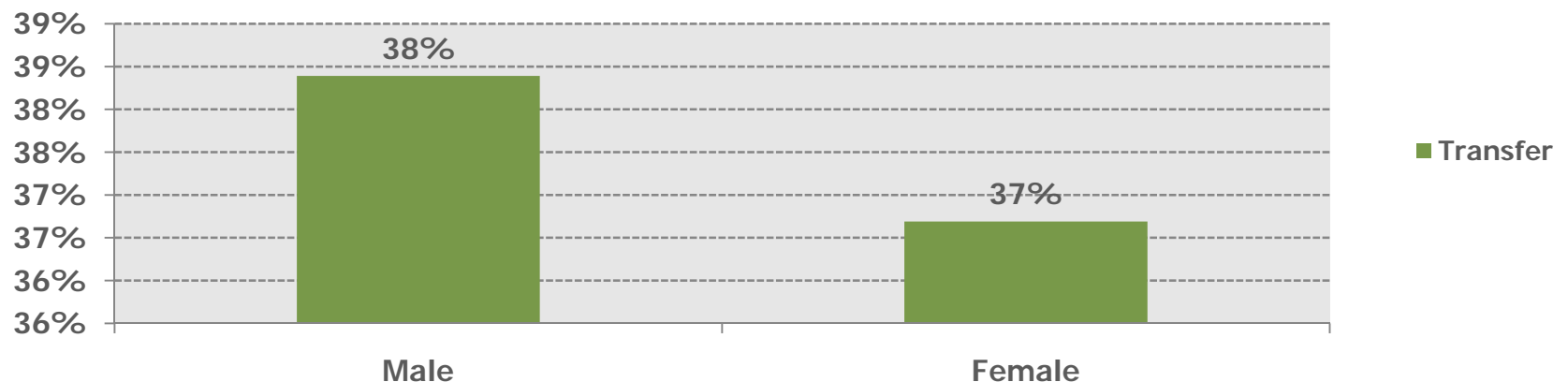
- Efficiently extend reach of limited resources
  - Prevent caller exhaustion
  - Limit repetition
- Ensure consistent messaging

# Tracking Gender Differences

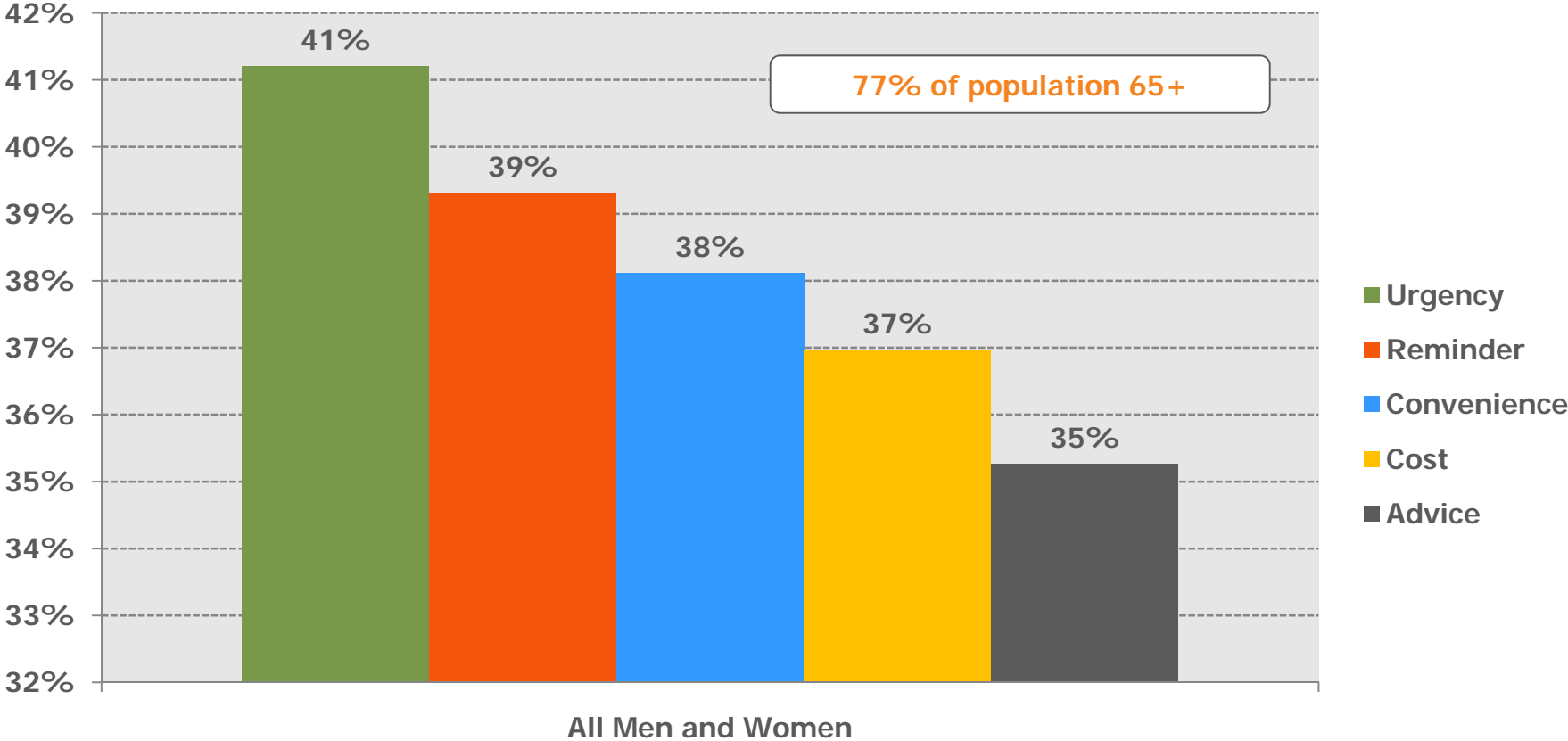
## More Women Authenticate and Transfer



## Once Authenticated, Men Are More Likely to Transfer

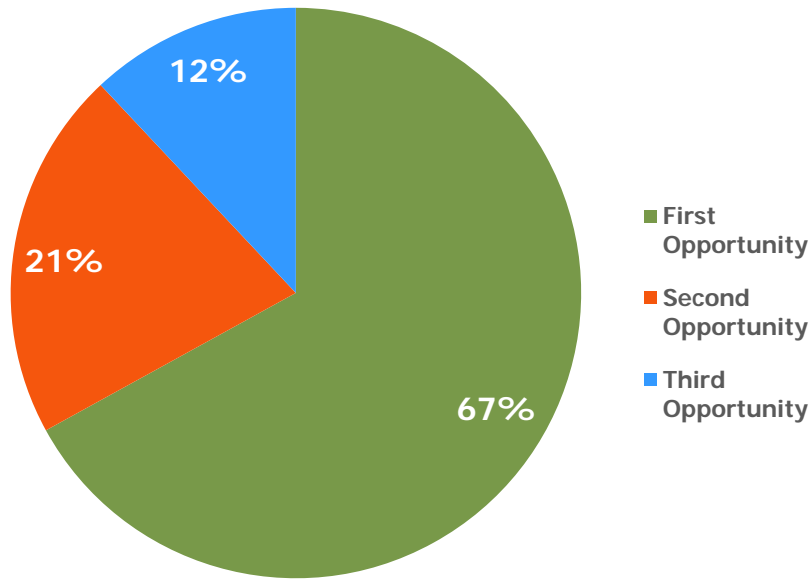


# Urgency Script Most Effective Overall

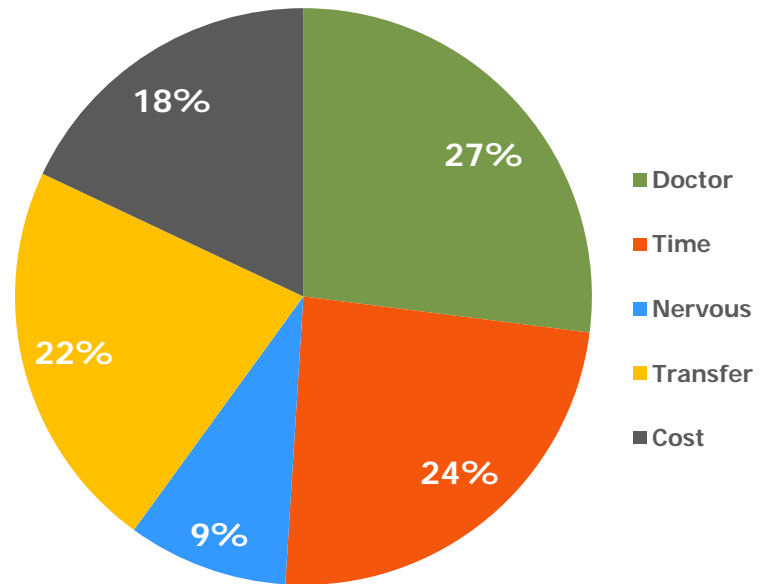


# 40% of the Members Who Said They Didn't Want the Screenings Changed Their Mind

Three Transfer Opportunities Yields a Difference

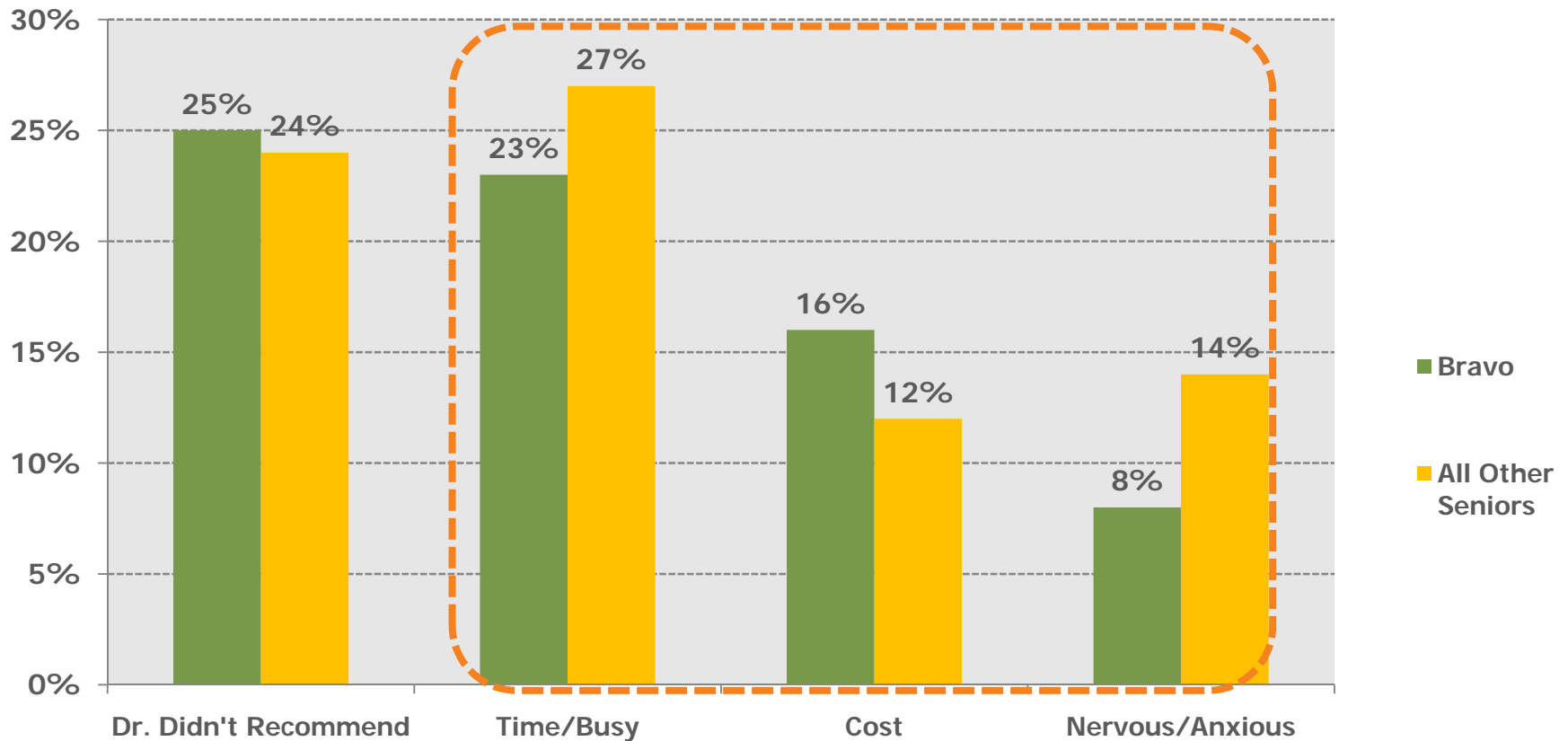


Member Responses for Not Having Screening



# Benchmarking HealthSpring's Seniors

When looking at Bravo's members specifically, how do our top barriers compare to all other seniors in Silverlink's database?



# Using Personalized Messages to Improve Care

**40,000+**

members who missed **at least one HEDIS screening**

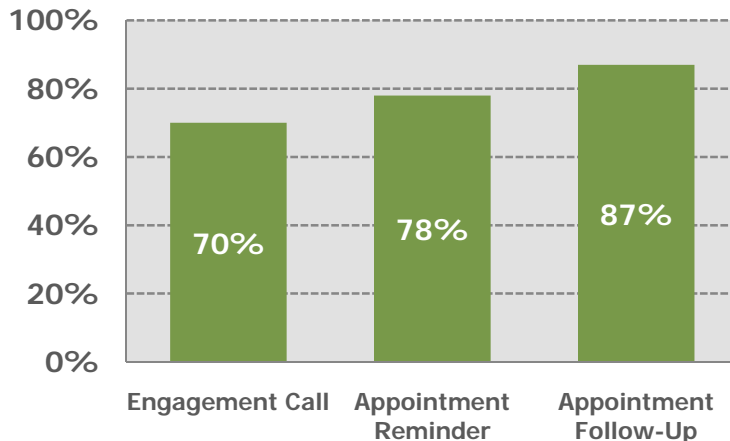
**21%**

**transfer rate** to call center to schedule appointment

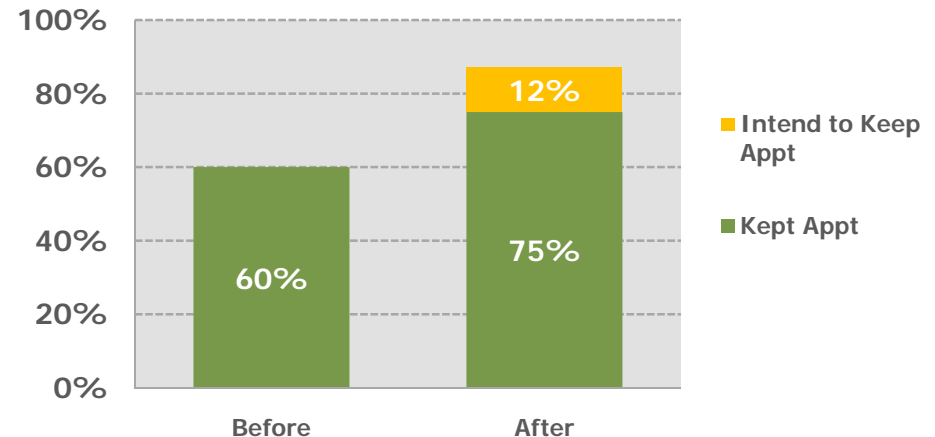
**25%**

**improvement** in rate of 'kept appointments'

**Reach Rates Improved With Each Successive Touch Point**



**Appointment Rate**



# Aren't Barriers a Physician Problem?



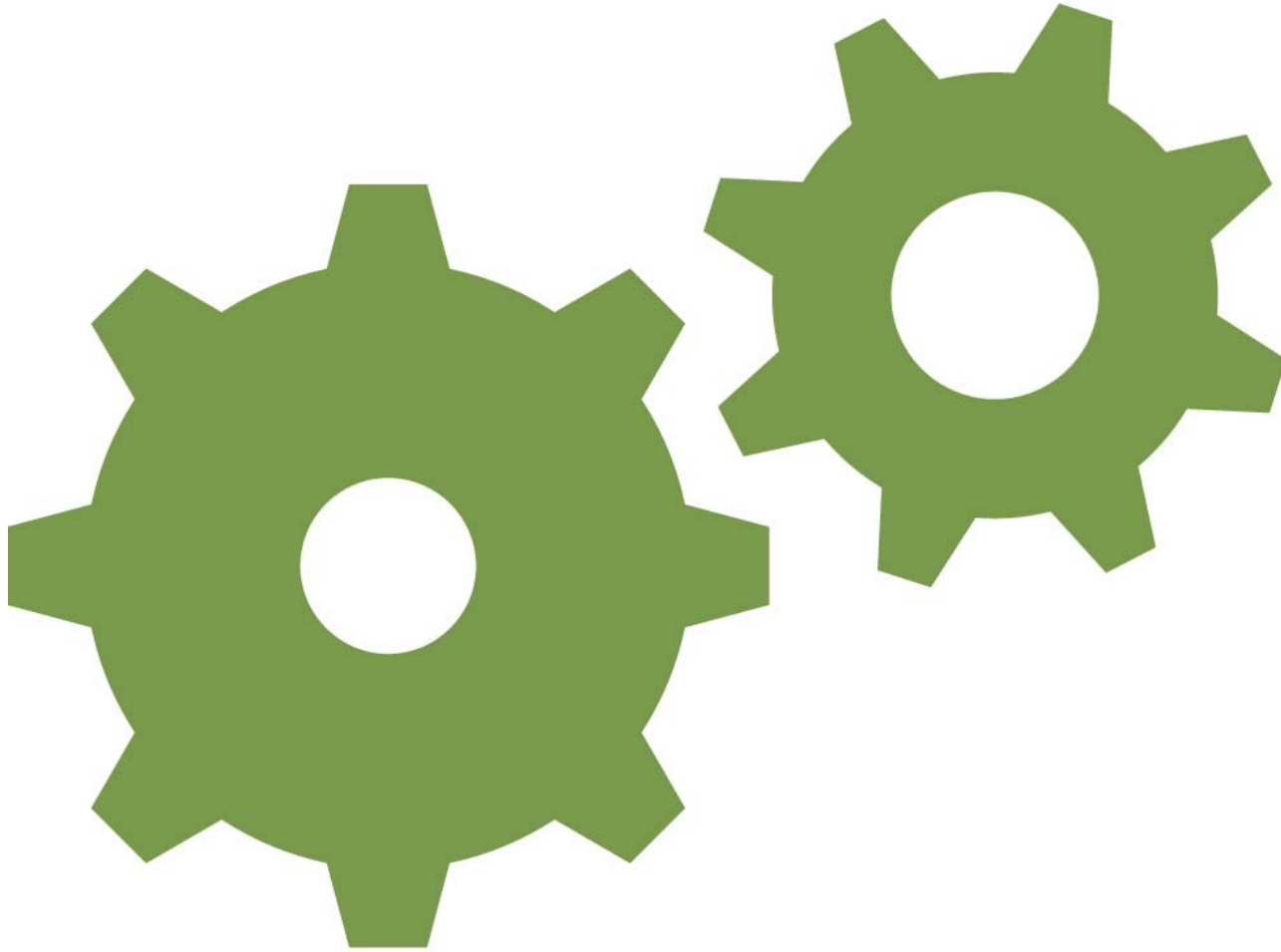
# Best Practices to Overcome Barriers



# 1. Use Technology To Scale



## 2. Be Strategic

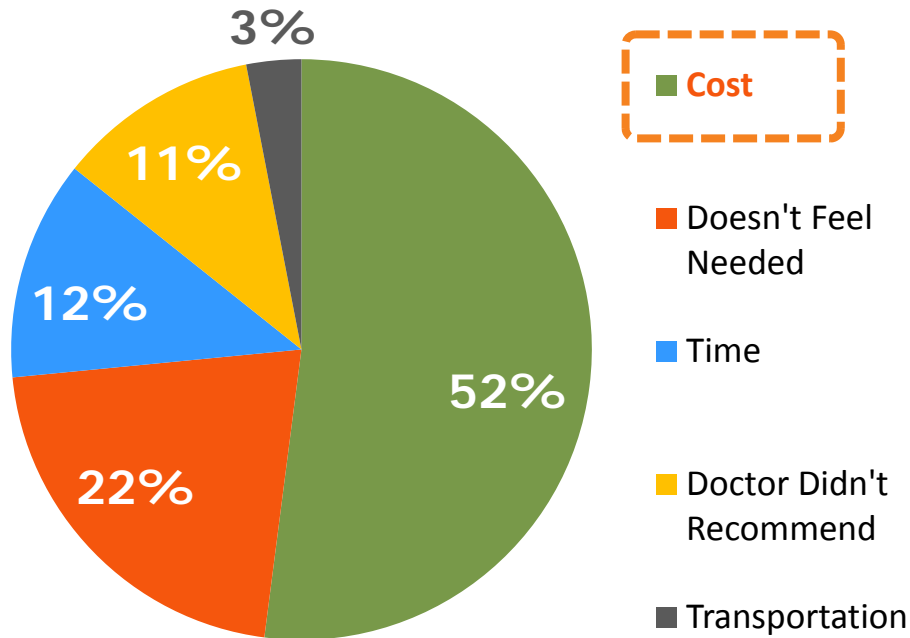


# 3. Personalize the Message

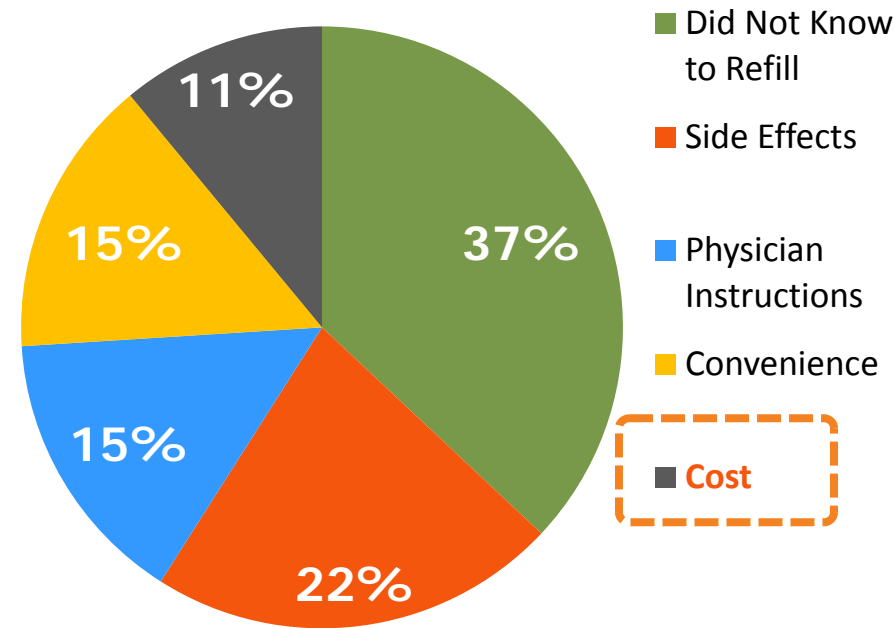


# 4. Understand My Barriers. They Change By Behavior

## Diabetic Eye Exam Barriers

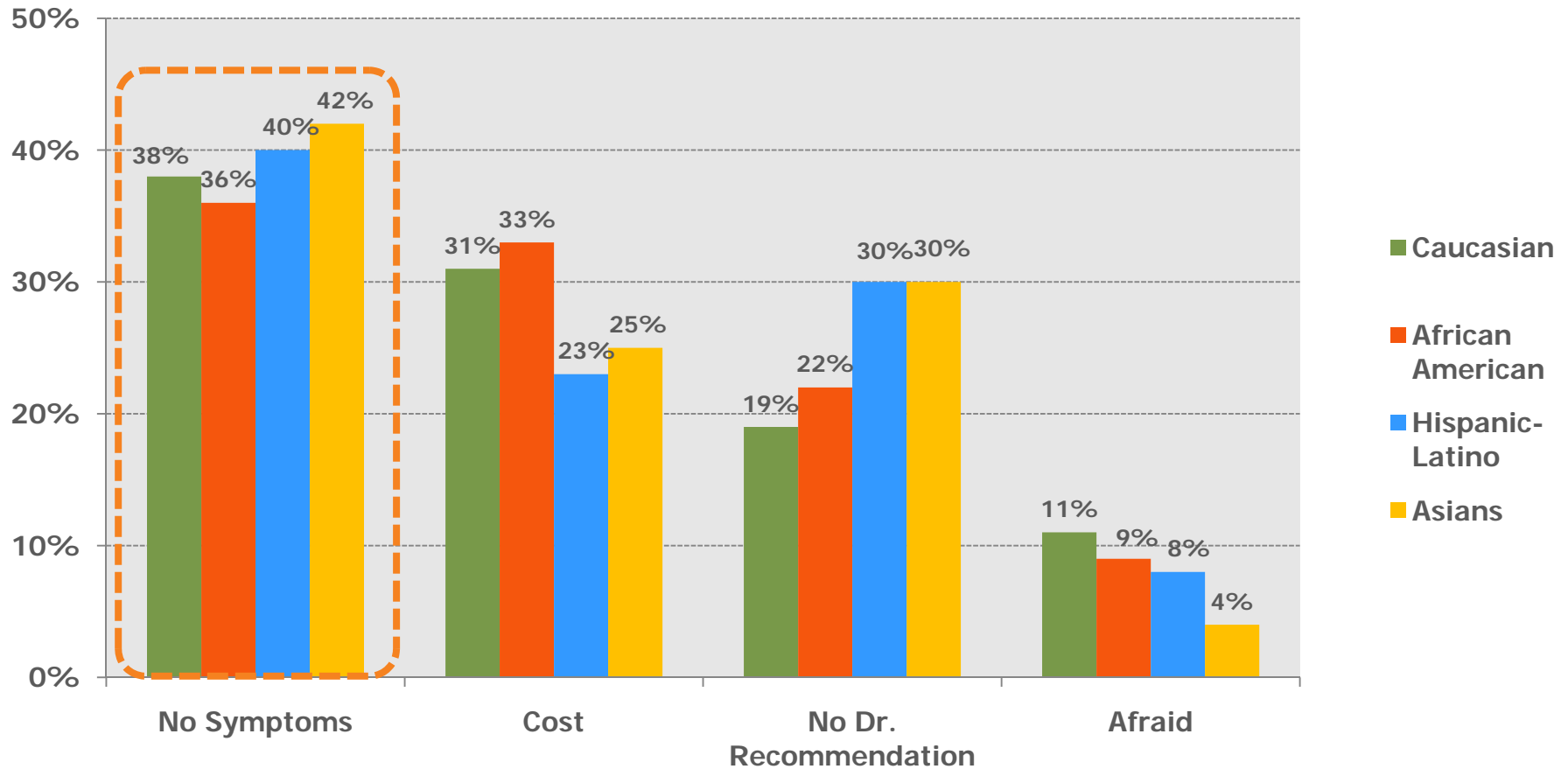


## Statin Adherence Barriers



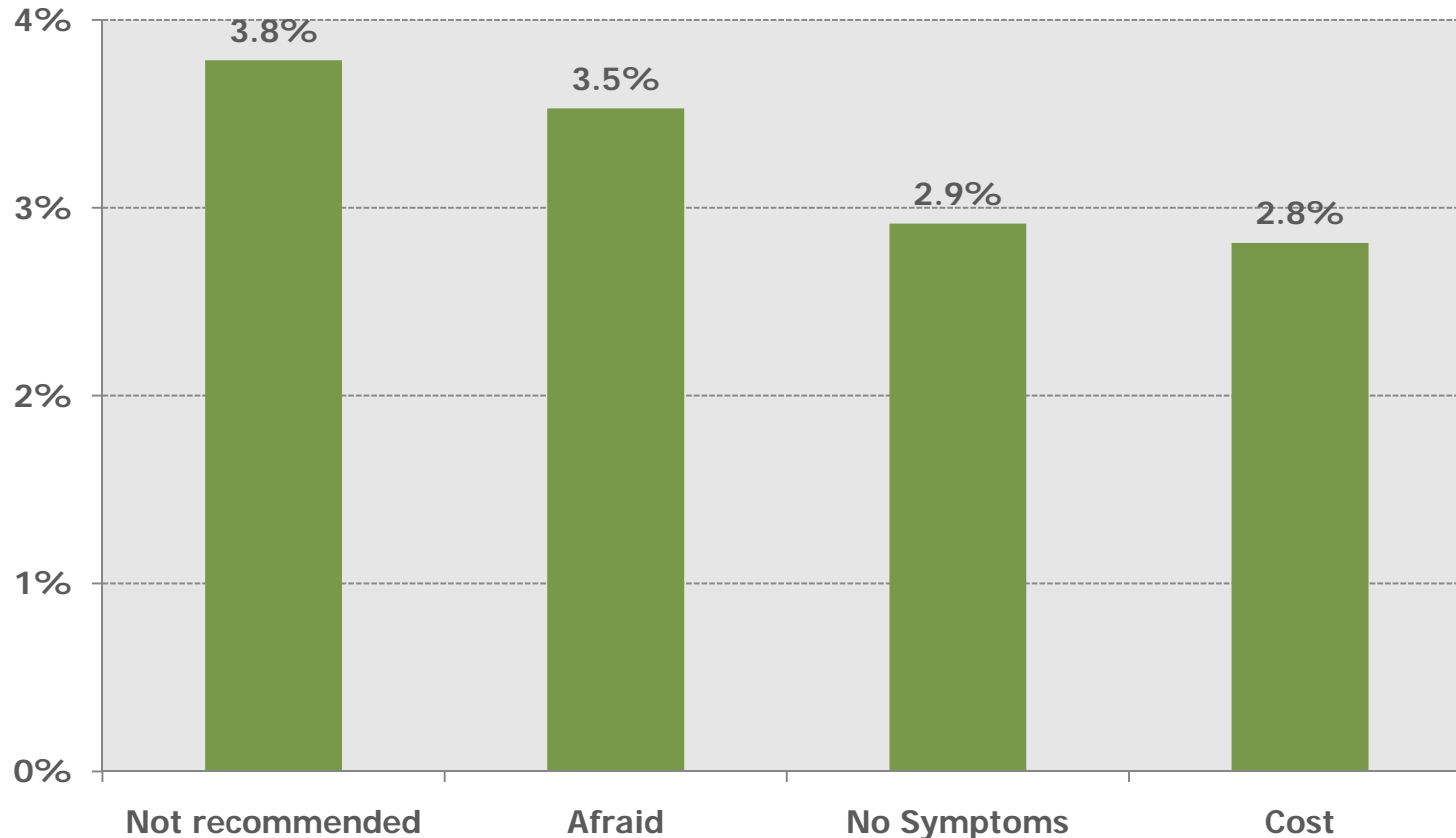
# An Opportunity for Educating Consumers

## Colorectal Cancer Screening Program



# Addressing Personal Barriers

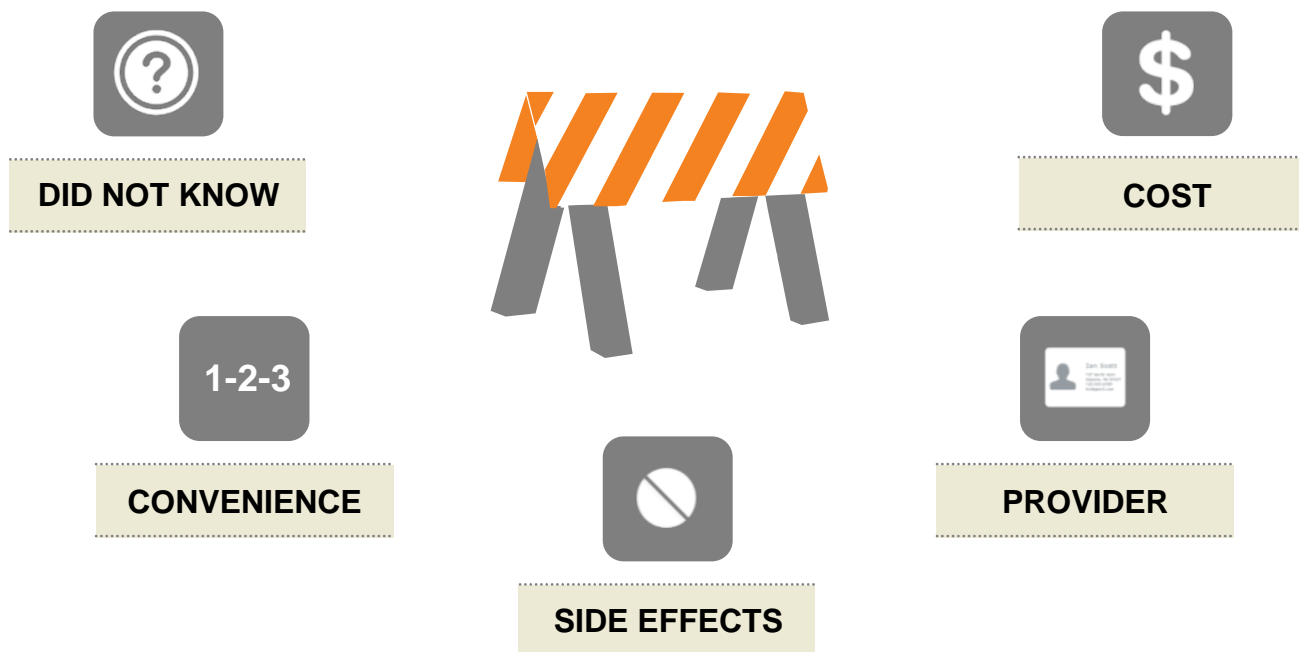
## Colorectal Cancer Screening Rates in Population that Had Barrier to Care After Hearing Barrier-Breaking Message



# Addressing Personal Barriers

## *Statin Adherence*

**27%** of those who stated they had not intended to refill, **did refill** their medication after listening to **barrier-breaking** messages



# The Impact of Barrier-Breaking Messaging on Gaps-in-Care



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## Influencing the Resistant

Some people who **said they would not** get a screening or refill their medication **actually did** after hearing the outreach.

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## Response to Barrier Tips Vary by Population

In general, **African American** members were most likely to be **screened after hearing the barrier breaking tips**.

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## Some Barriers Easier to Break

Messaging tips for those who said the **doctor didn't recommend** (screening) and **convenience** (medication) **were most successful**.

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# Questions

