

Behavioral Pharmacy Management Program: Frequently Asked Questions



How does the program work?

The award-winning Behavioral Pharmacy Management Program, which is designed and run by research firm Comprehensive NeuroScience Inc., seeks to improve patient care while making the most efficient use of limited Medicaid funds. First, the program evaluates Medicaid pharmacy claims on more than 400 mental health medications to identify prescribing patterns that are inconsistent with national, evidence-based best practice guidelines.

Prescription patterns that the program has identified include:

- Duplicative prescribing of medication by different doctors for the same patient;
- Premature, rapid switching from one medication to another;
- Prescribing above or below recommended dosing levels;
- Prescribing multiple medications from the same therapeutic class; and
- Failure of patients to fill their prescriptions in a timely fashion.

The program then sends educational mailings to physicians whose prescribing practices don't align with the national best practice guidelines.

In addition, the physicians receive regular information bulletins about special topics related to mental health medications, such as tips for assessing and discussing treatment adherence with patients. Physicians who continue to experience the same issues over time are offered a peer consultation to discuss prescribing practices.

What is Eli Lilly and Company's role in the program?

Lilly provides financial support for the initiative. The specifics of the program are developed and implemented solely by the individual states and Comprehensive NeuroScience Inc. No data is shared with Lilly unless a state decides to share it and, even then, the data is in a blinded aggregate form that does not contain information about individual patients, providers or medications.

Why does Eli Lilly and Company fund this program?

The Behavioral Pharmacy Management Program is one example of how Lilly goes beyond medicines to provide "Answers that Matter" for our customers and the communities we serve. Supporting programs that improve patient care is a long-standing tradition at Lilly.

As for this program in particular, Lilly recognizes the short-term budget crisis that our state Medicaid customers face. In an attempt to help our customers through these difficult times and to never lose sight of the patients and the quality of care they receive, we have financially supported the program with many public sector customers.

We are proud these programs have been successful in improving the quality of care delivered by our customers. Comprehensive NeuroScience Inc., in conjunction with our state partners, has presented data on the success of the Behavioral Pharmacy Management Program in national journals and at medical meetings. The program also has received honors and praise from advocacy and health care professionals and has been listed as a best practice by national groups.

How does the program help improve patient care and save Medicaid costs?

By identifying and educating physicians who have inefficient and ineffective prescription practices, some states that have run the Behavioral Pharmacy Management Program have seen several patient care improvements, including reductions in:

- The number of patients who are prescribed the same mental health medications from multiple doctors;
- The number of patients receiving an unusually high dosage of medication;
- The number of adult patients receiving five or more psychotropics; and
- The number of patients who fail to refill their prescriptions.

For some states, the program has also appeared to play a role in the overall reduction of pharmacy claims and hospital utilization and, therefore, cost of care for Medicaid patients.

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How much money are states saving on average?

On average, states that have run the Behavioral Pharmacy Management Program have seen a cost avoidance of almost \$800 each year per patient whose physician received an educational mailing compared to those patients whose physician has not yet received an educational mailing.

What results has the program provided?

The Behavioral Pharmacy Management Program has run in more than half the states, resulting in more than 2 million Medicaid patient care improvement interventions. For specific information on the program's success with patient care improvements and Medicaid cost savings, visit www.lillyforbetterhealth.com.

In addition, the program received the following awards:

- URAC 2008 Silver Award for Best Practices in Consumer Empowerment and Protection in the category of health information technology;
- American Psychiatric Association 2006 Bronze Achievement Award for its success in improving the quality of prescribing practices for psychiatric medications and patient outcomes; and
- Disease Management Association of America 2005 Gold Award for the poster "Improving Quality of Psychotropic Prescribing Reduces Hospital Utilization."

How is patient privacy protected?

Comprehensive NeuroScience Inc. is HIPAA certified and follows all state and federal privacy regulations. In addition to following HIPAA requirements, Comprehensive NeuroScience Inc. went through Lilly's stringent privacy certification process.

Any data the states choose to provide Lilly is non-patient identifiable and in a blinded aggregate form. Lilly does not see information about individual patients, physicians or medications.

For more information, visit lillyforbetterhealth.com or contact:

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