RationalMed

Patient Safety Solutions
developed to complement
traditional clinical management
programs and reduce costs
for health plans

RationalMed® has received Disease Management Systems Certification from the National Committee for Quality Assurance (NCQA).
The Problem:
Members whose health risks have not been identified by current clinical management programs

Although drug utilization, disease management, and case management programs are apt to protect the majority of members from further illness, evidence shows that serious gaps in care still exist.

At this very moment, as many as one out of every seven plan members may be at risk for safety issues that traditional clinical management programs are failing to identify. Left unaddressed, some of these members could face costly—preventable—hospitalization or other adverse events.

The cost, both in human terms and its impact on medical loss ratios, can be enormous.
Traditional clinical management programs may fail to identify safety issues in up to 15 percent of member populations.³

In today’s complex healthcare environment, providers cannot always access the complete, up-to-date medical histories and care regimens for each of their patients. This critical lack of information can lead to inappropriate treatment and consequent health risks.

The following examples represent some of the many safety concerns that can go undetected despite the vigilance of traditional clinical management programs:

- Member with congestive heart failure taking Avandia® for diabetes, which can cause or exacerbate heart failure
- Member with coronary heart disease, taking ergotamine for headaches, which can increase risk of heart attack or stroke
- Member with history of gastrointestinal bleeding, taking warfarin for congestive heart failure, which can increase risk of bleeding
- Member taking Lipitor®/Celebrex®/warfarin “cocktail,” a combination potentially toxic to the liver

One in four people will be hospitalized due to injuries caused by adverse drug events.⁴

Americans are 10 times more likely to be hospitalized as a result of drug-therapy-related problems than from car accidents.⁴
The Solution:
Identify and address previously undetected health risks across entire member populations

*RationalMed Patient Safety Solutions* assesses each member’s complete health profile—medical history, lab results, and pharmacy claims—against thousands of continuously updated, peer-reviewed clinical rules. Using integrated data and predictive modeling, *RationalMed* identifies potential health risks that have otherwise gone undetected. Medco then alerts physicians, pharmacists, members, or other care management professionals as directed by the health plan. *This capability is of special value to disease and case managers, who often have limited resources available to them for decision-making.*

Resulting therapy changes can minimize member health risks, prevent unnecessary hospitalizations, and substantially decrease medical loss ratios.
RationalMed:

An enhanced member safety offering that can improve care, decrease spending, and strengthen your position in the marketplace

A seamless way to improve care and lower costs

Medco’s technology-driven approach to member safety provides early detection of health risks across entire member populations—and across all therapeutic categories—and alerts physicians, pharmacists, members, or other care management professionals. All potential health risks identified by RationalMed are incremental to issues already identified via existing clinical management programs.

- Timely identification of potential safety issues in up to 15% of total member population
- Reduced drug therapy–related hospitalizations and other adverse events
- Easy-to-administer, seamless integration with existing health management, DUR, and other clinical management programs
- Customized rules and messaging
- One unified electronic record of enrolled members’ total healthcare data (medical, lab, and pharmacy)

A profitable way to grow your business

Through private labeling, RationalMed can be seamlessly integrated into your existing health plan. Integration is quick and easy, accelerating your speed to market and providing your health plan with the marketing advantages of a superior member safety offering almost immediately. Plus, Medco will provide any training or technical support you may need to properly present RationalMed to your own prospective clients.

- Private-label opportunities to help differentiate your health plan from those of your competitors
- Reductions in prescription drug and hospital expenditures on insured business
- Lucrative fee-for-service opportunities for your ASO clients
- Scalability to accommodate an expanding client base
- Measurable healthcare savings
  - up to 2% savings in pharmacy costs
  - up to 3% savings in hospital costs
  - ROI typically 3–8 times investment

RationalMed examines both major categories of medication error:

- Errors of omission—therapy deemed inappropriate due to lack of treatment, monitoring, or adherence
- Errors of commission—therapy deemed inappropriate due to drug-disease contraindication, excessive dosing or duration, and drug-to-drug interaction
The next evolution in clinical management: *RationalMed*

*RationalMed* Patient Safety Solutions is Medco’s most sophisticated health and safety program, focused on reducing drug therapy–related hospitalizations and other adverse events. By evaluating members’ **integrated medical and pharmacy data**, *RationalMed* recognizes and corrects “errors” and gaps in care that have previously gone undetected by traditional clinical management programs. Subsequent therapy changes result in improved health outcomes and significant reductions in pharmacy and hospital costs.

**Data Integration**
- Member medical records, lab test results, and pharmacy claims integrated

**Analysis and Intervention**
- Comprehensive data evaluated against evidence-based, best-practice health criteria
- Potential health risks detected
- Serious illness, hospitalization, or other adverse event is prevented
- Quality of care for the member is improved
- Healthcare costs for plan are reduced
RationalMed is available to a health plan on a stand-alone basis—even if it is not a current Medco client.
Case study: Health plan prevents over 1,300 hospitalizations

Problem:
A health plan that had been contracting with a PBM other than Medco had a broad and deep health management offering, but it believed that significant safety opportunities were not being addressed.

Solution:
By integrating RationalMed into its current disease management programs, the health plan strengthened its overall clinical management offering.

Result:
Over a 12-month period, the health plan’s client reduced pharmacy costs by 2.4 percent, decreased hospital inpatient costs by 5.2 percent—and prevented 1,350 hospitalizations.

“I was unaware that my glaucoma patient had asthma, as she had not informed us of this. When I received your note, I instantly called her and had her stop taking Timolol. We will follow up in a few weeks to determine a more appropriate therapy regimen for her condition. Thank you for bringing this issue to our attention.”

Louis H. Betz, M.D.
Betz Ophthalmology Associates
Lewisburg, PA

“Guardian is proud to count RationalMed among our suite of value-added services that promote and maintain our members’ health. We have found that a holistic approach that includes a focus on prescription drug usage to identify potential drug interactions is a key component to preventing hospitalizations and illness—plus ensuring our clients’ medical costs remain in check.”

Susan O’Connor
Assistant Vice President
Guardian Group Medical

The power of integrated data is helping clinical and business professionals alike achieve their healthcare objectives

At the close of 2005, the RationalMed database included nearly 10 million lives, representing our nation’s leading health plans, employers, and government organizations. Since its inception, RationalMed has identified nearly 3.5 million drug therapy–related issues that had previous been undetected through existing clinical programs. Resulting therapy changes have resulted in more than $235 million in pharmacy savings alone.

NCQA-certified: RationalMed has received Disease Management Systems Certification from the National Committee for Quality Assurance (NCQA).
Receive a complimentary health risk assessment and analysis—and discover the savings that *RationalMed* can generate for your plan.

We invite you to find out how *RationalMed* can provide an extra measure of member safety and financial protection for your plan. You’ll also learn—through a complimentary risk assessment analysis—the potential reduction in overall healthcare expenditures that *RationalMed* can provide. To arrange for an appointment, please contact your Medco Sales or Account representative today.
Having served in key roles at major health plans, Medco’s leadership team brings more than 100-plus years of relevant experience to its corporate culture. This knowledge has driven the development of many solution-oriented, stand-alone products, such as *RationalMed*, which focus on the unique needs of health plans.

*RationalMed* Patient Safety Solutions: Developed to complement and enhance traditional clinical management programs, decrease pharmacy costs, and prevent unnecessary hospitalizations

*Benefits your members*
- Reduces unnecessary hospitalizations and other adverse events
- Helps improve clinical outcomes
- Promotes safer use of medications

*Benefits your health plan*
- Lowers medical loss ratios
- Integrates seamlessly with existing clinical management programs
- Enhances health plan’s overall clinical management portfolio