

Case Study

Medication Adherence Concierge Program

PROGRAM DESCRIPTION:

This program was created for Optimus Healthcare Partners, an accountable care organization, by GoMo Health in collaboration with UnitedHealthcare, focusing on medication adherence for members with chronic conditions within their Medicare patient population.

The engagement program also focuses on digital health literacy and caregiver involvement with this patient population. A medication refill reminder sent five days before the due date prompts patients to confirm their refill plans, enabling providers to proactively address nonadherence by uncovering and resolving barriers to medication use.



PROGRAM AUDIENCE:

Medicare patients with diabetes, hypertension, and high cholesterol who are enrolled with UnitedHealthcare.



PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
<ul style="list-style-type: none"> ➤ Increase medication adherence ➤ Improve health outcomes ➤ Reduce costly adverse events including unnecessary ED visits and readmissions 	<p>Medication adherence improvement for those who failed adherence the previous year:</p> <ul style="list-style-type: none"> • 6% higher rate of diabetes patients • 4% higher rate of hypertensive patients <p>Patients receiving messages for individual prescriptions were more likely to refill all prescriptions</p>
<ul style="list-style-type: none"> ➤ Successfully reach Spanish speaking population 	<p>10% improvement in medication adherence among newly diagnosed Spanish speaking patients</p>
<ul style="list-style-type: none"> ➤ Educate patients on the importance of medication adherence and lifestyle changes for these conditions 	<p>77% of participants said they clicked on message links most of the time</p> <p>100% said they found the program helpful and would recommend it to a friend</p>

Program Components:



Care Communications:

Upon enrollment, participants receive text messages that nurture, guide, and support their chronic condition journey. Some messages contain links to online resources with additional educational information in the form of interactive surveys, videos, and music tracks (see Care Companion). Topics include medication education and alerts, condition management, nutrition and lifestyle education, and information for caregivers.



Care Companion:

This cloud-based learning management system (LMS) provides vetted educational content that is personalized by participants' self-expressed priorities and interests, structured into easy-to-follow sections to promote independent education, learning, and self-care management.



GoMo Chat:

Much like a typical text conversation, GoMo (secure) Chat allows live messaging between participants and their care team, enabling in-the-moment, on demand conversations.



Secure Data Collection and Reporting:

Engagement and experience data is deidentified, analyzed, and reported back to the care team for ongoing quality, clinical delivery, and service improvement.

“The GoMo Health Medication Adherence Concierge Program interacts in real-time with our patients with chronic conditions, including those reliant on diabetic and cholesterol medication management, to monitor their use, manage refills and discuss complications as they occur. This in-the-moment communication has resulted in an increase in medication compliance and also helps our practices provide proactive care to avoid adverse events.”

John Vigorita, MD, MHA, President and CEO, Optimus Healthcare Partners, LLC

