

J. Lance Salazar – I do not have any financial interests related to the content of this presentation

Health Plan-Retail Pharmacy Partnership to Improve Influenza Vaccine Access to Rural and Urban Insured Populations



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agenda

- Background
- Program Description
- Results
- Next steps
- Q&A

background

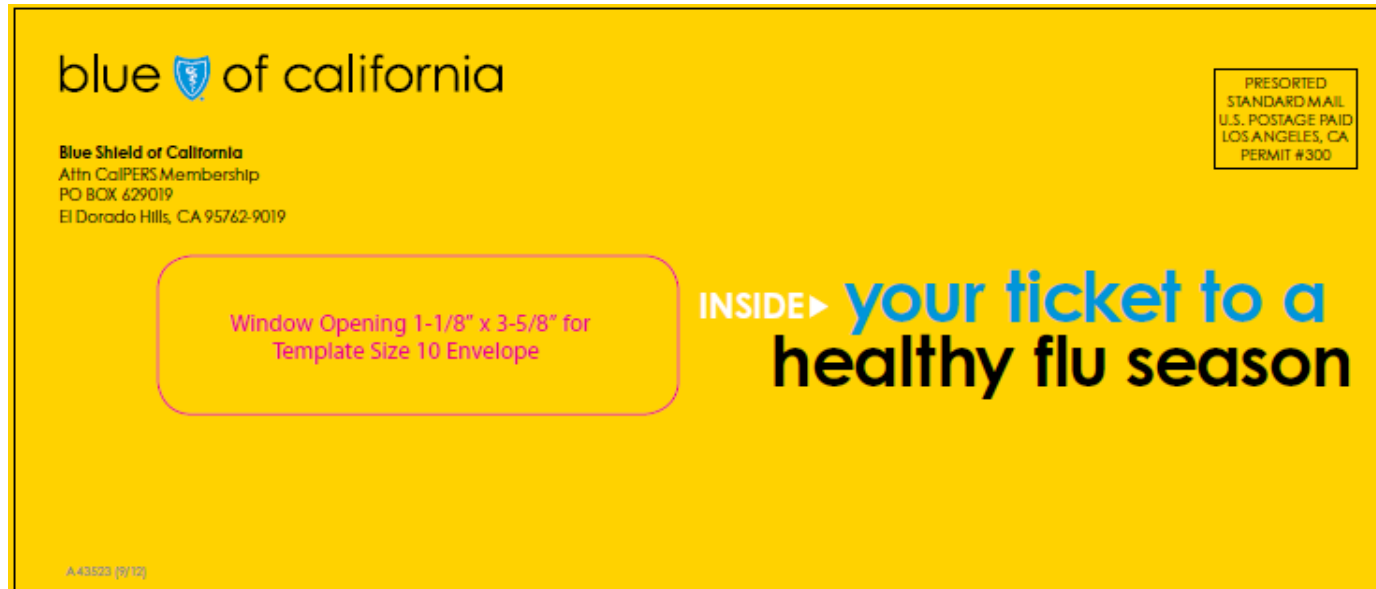
- HMO health plan sponsored program
 - Pilot population
 - Retail pharmacy access
 - Short timeline
- Requirements
 - Easy conversion to medical claims (no benefit change)
 - Quick implementation
 - Existing experience with plan needs
 - Bold marketing campaign

Program description

- Pilot populations
 - Year 1 (2011/2012 flu season)
 - 3 counties: Sacramento, San Joaquin, San Diego
 - 79,790 eligible members
 - Year 2 (2012/2013 flu season)
 - 5 counties: Year 1 counties+ Butte and Santa Clara
 - 92,720 eligible members
- National Pharmacy Chain – Walgreens
 - Existing voucher program
 - No staff educational needs
 - No limitation to pharmacy geography

Program description

- Member Notification
 - Vouchers mailed second week of September.
 - Redemption period through end of February of following year
 - Re-print process set up through Customer Service

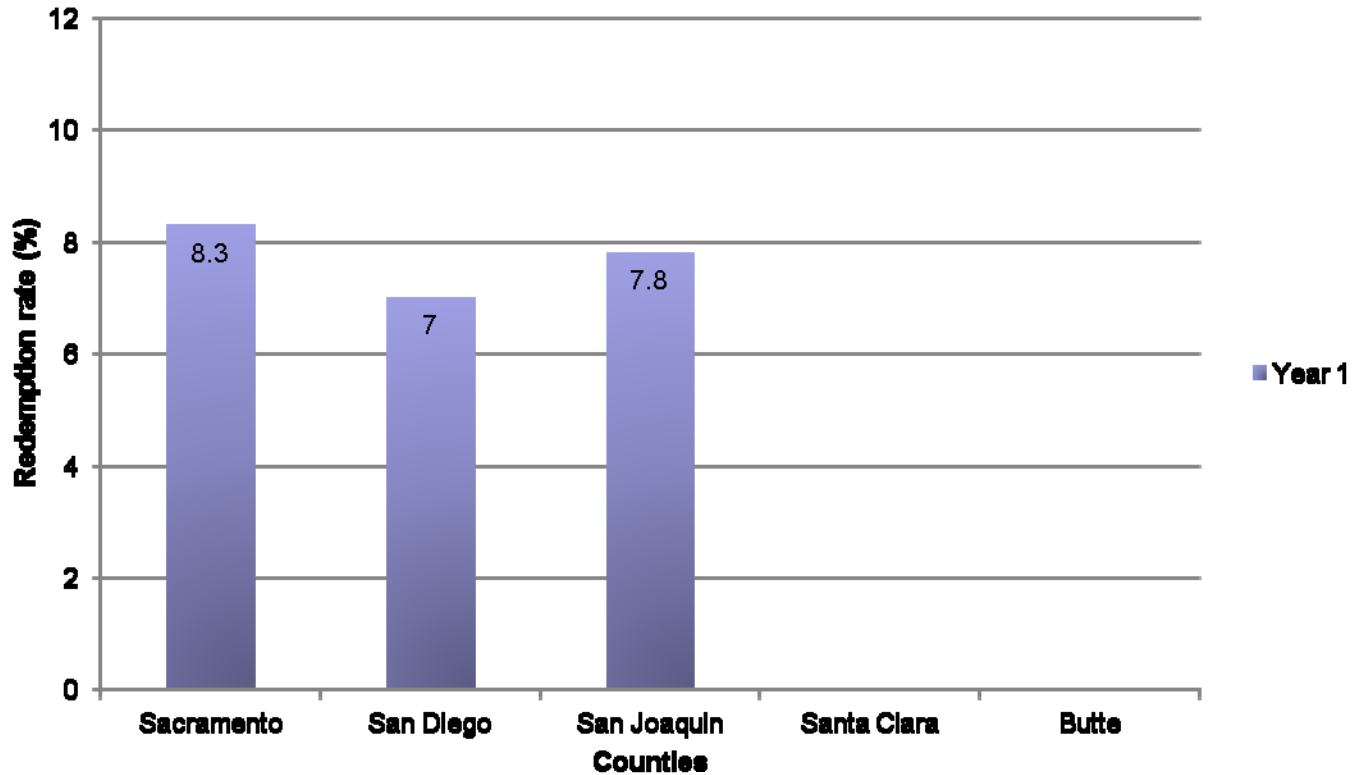


Program description

- Claims payment
 - Invoice sent from pharmacy headquarters each month
 - Conversion to medical claim by internal team
 - Created uniform Provider Identification Number (PIN)
 - Used consistent billing codes

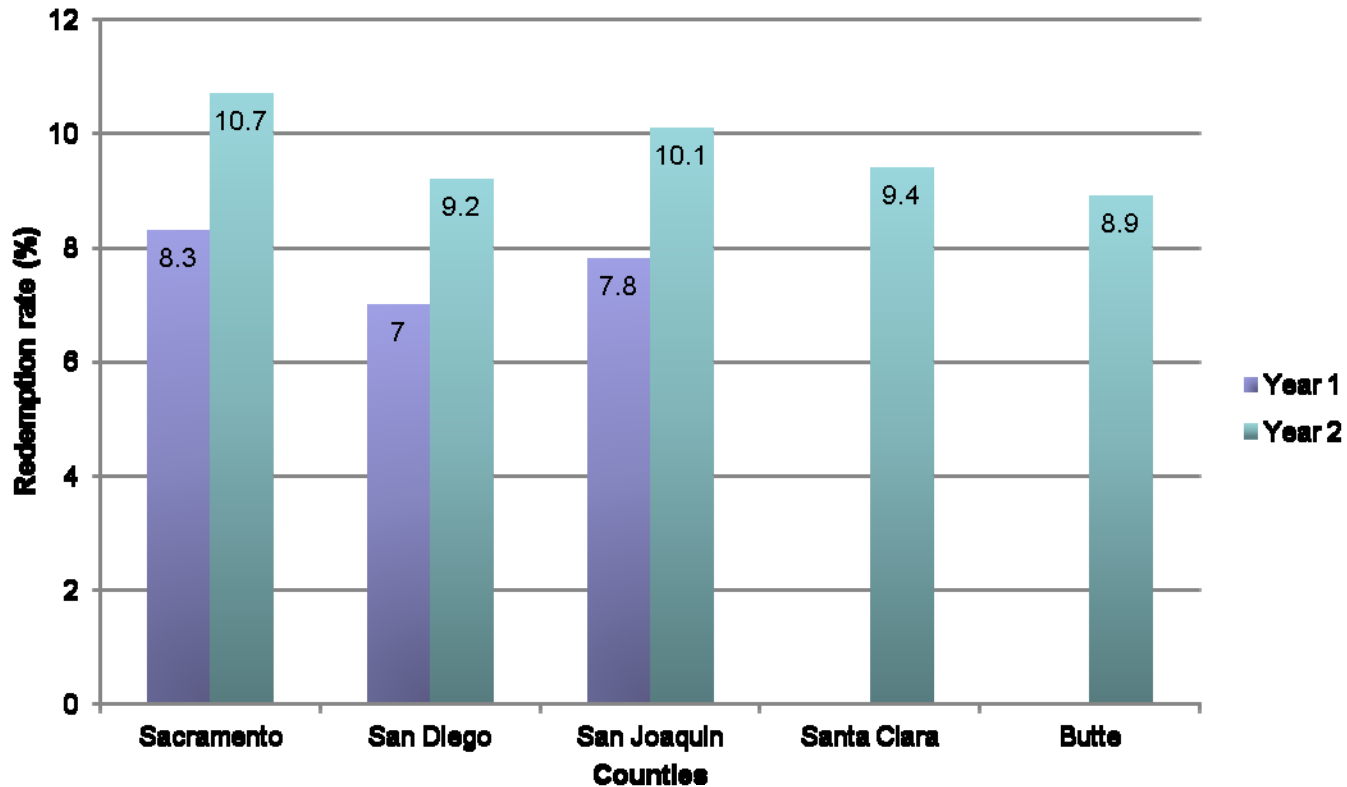
voucher redemption results

- Overall redemption rates
 - Year 1: 8.1%



voucher redemption results

- Overall redemption rates
 - Year 1: 8.1%
 - Year 2: 10.2%



Program impact on target counties

For those members that received voucher in target counties that were plan members the previous season:

- Year 1 (2011/2012 season)
 - **9,582** members received flu vaccine who did not the previous season (not site dependent)
 - **3554 (37%)** of these were through the voucher program
 - Flu vaccination rates increased by **23%** in target counties in Year 1
 - **3%** increase in non-target counties
 - **77%** higher overall flu vaccination rate in target vs non-target counties
- Year 2 (2012/2013 season)
 - Data forthcoming. Claims information incomplete

next steps

- Data enhancements deep dive
- Program expansion
- Survey considerations
- Scaling program – benefit changes

acknowledgements

- **Mark Finch, MD** – Lead, Regional Medical Director
- **Heidi Clark** - Sr. Manager of Account and Project Management
- **Lori Mazurek** – Marketing Consultant Lead
- **Ted Wilson** – Finance Manager, Strategic Partnerships
- **LaRonnee Jerger** – Project Claims Lead
- **Ann DeRose** – Sr. Manager, Account Management
- **Yuriy Dyudyuk** – Lead Health Data Analyst
- **Naomi Ross** – Vendor Management Specialist

Q & A