

Impacting Outcomes & Quality Measures in <90 days



MedStar Family
Choice

emocha Health®



Dayne Maust

Supervisor of Quality Improvement
at MedStar Family Choice

103,000

total MedStar-Maryland members



5,000

members with persistent asthma

Asthma Medication



Controller

Used daily to control asthma



Reliever

Used during an exacerbation

Asthma Medication Ratio (AMR)

of members with a **ratio** of
controller medication to
total asthma medications ≥ 0.50

x 100

of members who are
identified as having
persistent asthma



Controller Medication



Controller Medication

+



Rescue Medication

2020

66.88% compliance

for 1,594 MedStar Family Choice members with
controller ratio for persistent asthma

2021

71% compliance

measurement target set by Maryland
for incentive payments through their
Value-Based Purchasing Program

Medstar Initiatives

1. **Quality Improvement**
Specialists outreach to ensure:
 - a. Members are in care
 - b. Receive their medications
 - c. Refill them appropriately

2. **Availability of 90-day prescriptions**



Limitations

appropriate
medication
use or
technique

lack of
knowledge or
understanding

environmental
triggers

behavioral
challenges

side effects
and
symptoms

social
determinants
of health



Digital Medication Adherence Program



Regimen Complexity

Wrong Dosage

Drug Interactions

Pharmacist



Pharmacist-led Medication Review



Asthma Welcome Kit with \$25 Gift Card

Nurse



60 Days Daily Directly Observed Therapy

Adherence Coach



80%



Financial Incentive

Low Possession

Concerning Diagnostic Measure

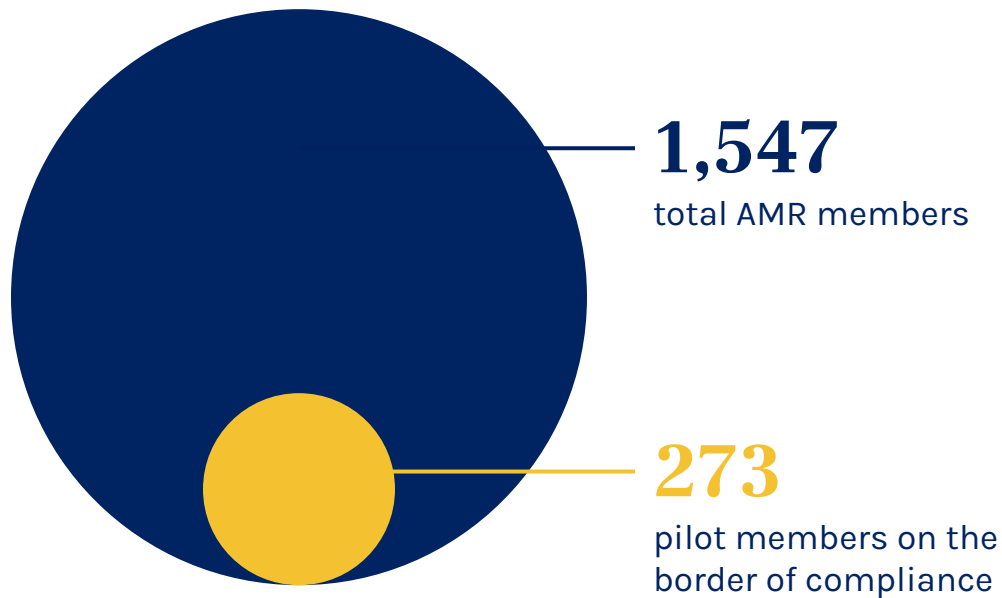
Hi there - I see that you didn't pick up your medications this month. Everything ok?

8:00 AM EST

Ongoing Support & Medication Mgmt

Snapshot of MedStar Family Choice Members

as of Dec 2020



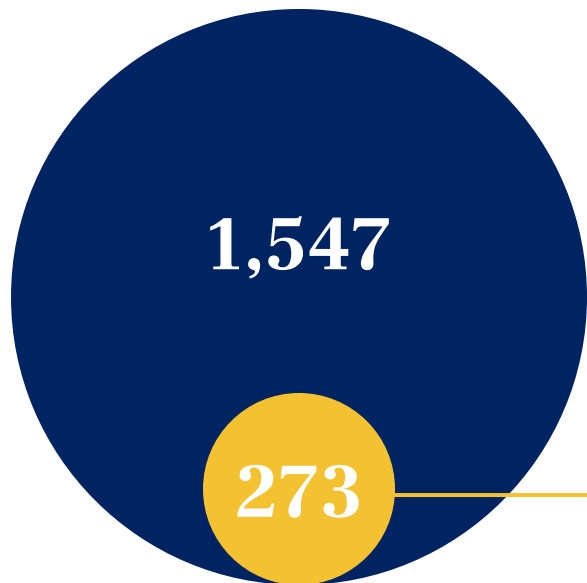
Timeline

MedStar completed analyses using claims and pharmacy data on 60 days, from December 2020 through the end of January 2021.



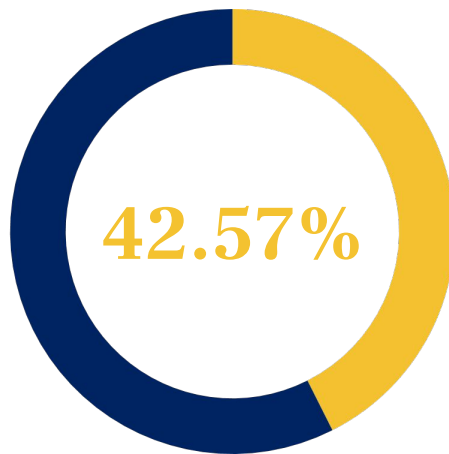
Results

as of March 2020



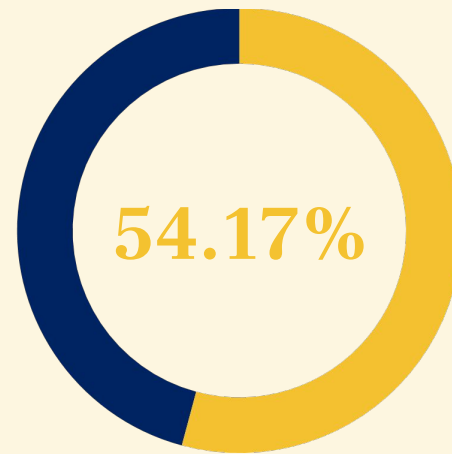
249

DID NOT engage
in the program;
106 improved



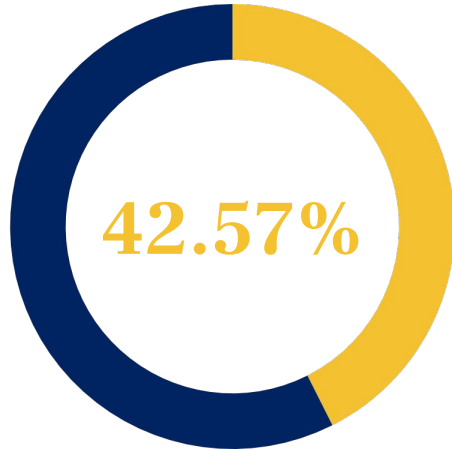
24

DID engage
in the program;
13 improved



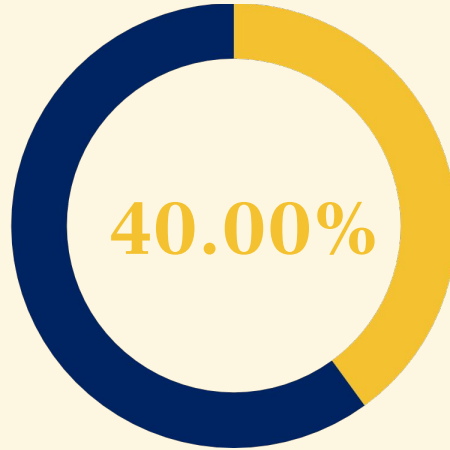
249

DID NOT engage
in the program;
106 improved



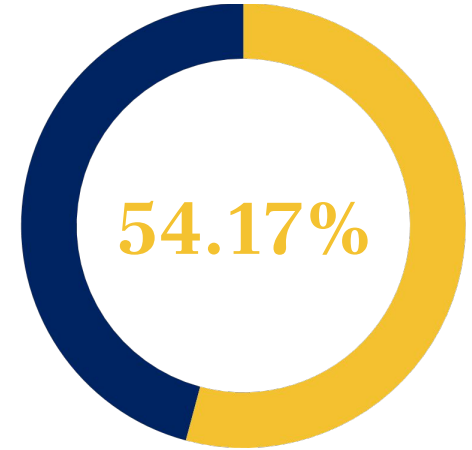
30

reached and interested
but **DID NOT** engage;
12 improved



24

DID engage
in the program;
13 improved





Provider Feedback

One PCP determined a member was not taking their prescribed medications. emocha's work led them to refer the patient to an asthma specialist to determine appropriate treatment and medication plans.



Member Feedback

Sometimes I tend to forget to take meds at the proper time... I really like the support from this program because **I hate the way I feel when I don't take my meds properly.** I would love to continue doing a program like this for my other meds.



Member Satisfaction



Top Benefits

of the program:

- + Education about how to properly take medication and the importance of taking medications regularly
- + Medication action plan; informative discussion with pharmacist during CMR
- + Help with establishing routines
- + Frequent support from the emocha care team

4.9/5

Member satisfaction rate was achieved, specifically noting program's organization, responsiveness to members' needs, and ease of use of the video app.

96%

Of members interviewed said they would recommend the program to others.

96%

Of members analyzed reported that they were still taking their medication.

Pilot Learnings → Expansion

- + Improved controller medication fill rate
- + Clinical and educational services
- + Positive member feedback
- + Continuation and expansion recommended:
Expanded cohort had AMR more out of range

- ✓ Improved quality metrics
- ✓ Fewer emergency care visits
- ✓ Healthier lives

December

January

February

March

April

May

June

July

Aug

PILOT: 273

EXPANSION: Full Population

Expansion to full asthma population



Representing a total of
2,378 potential members

2,145 new members were
added to the emocha
program starting in late
April 2021

emocha originally worked
with 273 MFC members in
the pilot

Preliminary Expansion Results

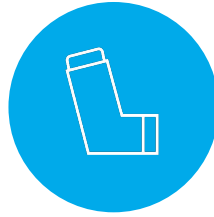
April-June 2021



One program for multiple diseases and conditions



Infectious
Disease



Asthma
& COPD



Organ
Transplant

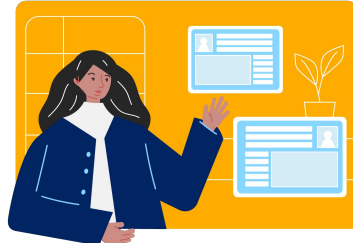


Type 2
Diabetes

450+ customers across the healthcare landscape



**Public
Health**



**Health Plans &
Employers**



**Health Systems
& Providers**



**Life Sciences
& Clinical Trials**

New Medicare FFS Remote Therapeutic Monitoring (RTM) Codes Expected January 2022

Our purpose is in
serving our community.

It's how we treat people.



MedStar Health