Managed Care PROTON PUMP INHIBITOR (ppi) Academic Detailing Program

Indegene TTM
Pharmacy Utilization Management
Project Impacts
## Managed Care PROTON PUMP INHIBITOR (ppi) Academic Detailing Program

### The Problem

- Educate managed care physicians regarding PPI guidelines implemented by the MCO
- Educate managed care physicians on the preferred formulary PPI for the MCO

### TTM Solution

- Physician profiling to determine target list
- Development of utilization and profile reports to highlight utilization opportunities
- Development of education content based on comparative effectiveness research in PPI category
- Coordination of appointments and chart reviews
- Field-based, one-on-one physician education by trained clinical pharmacist
- Medical record based chart consultations provided
- Mail-out programs that support educational efforts

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**Exceeding Expectations**

Market Share Movement yielded greater rebates and lowered per member per month pharmaceutical costs in the PPI drug category.

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Exceeding Expectations

- Focusing on high prescribing physicians to expand Protonix® market share and reduce Nexium ® market share
- Clinically educating providers on appropriate, cost-effective utilization of anti-secretory medications
- Maximizing utilization of Protonix® as a cost-effective, anti-secretory agent
- Building partnership with key physicians

Primary Objectives

- Market Share Movement yielded greater rebates and lowered per member per month pharmaceutical costs in the PPI drug category.
Managed Care PROTON PUMP INHIBITOR (ppi) Academic Detailing Program

<table>
<thead>
<tr>
<th>Physicians Targeted</th>
<th>136</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians Scheduled</td>
<td>93</td>
</tr>
<tr>
<td>Physicians Detailed by Pharm.D.</td>
<td>80</td>
</tr>
<tr>
<td>Chart Consultations</td>
<td>1,006</td>
</tr>
</tbody>
</table>

Re-measurement of market share in 3 months after program implementation 14%

PROTONIX MARKET SHARE CHANGES

PROTONIX $\$$ PER MONTH

PROTONIX RXS PER MONTH
Academic Detailing expanding use of preferred drugs*

Through academic detailing, TTM moved monthly spending down for non-preferred drug from $19,706.47 to $1,222.9 in just 7 months.

TTM moved total prescriptions for preferred drug from 370 prescriptions to 930 prescriptions in those same 7 months.
TTM has improved pharmacy utilization for managed health plans nationwide, either through the provision of comprehensive pharmacy utilization management services or disease specific quality improvement programs that focus on appropriate drug utilization. Although the goal of each of our programs is to ensure the most cost-effective drug regimen for the right patient at the right time, increased compliance, titration and addressing under-treatment may actually increase pharmaceutical costs. TTM however, takes special pride in our ability to move market share towards specific preferred drug products or drug classes.

A managed care organization in Colorado saw a 5% increase in market share for their preferred HMG, one year after conducting a full quality improvement program that included academic detailing, newsletters and a symposium. This translated into significant savings in the HMG drug class.

At a 50,000 member regional managed care plan in Florida, TTM was able to decrease average dollars per Rx for the GI and ACEI categories. This was accomplished through daily profiling and academic detailing by a clinical pharmacist (Pharm.D.). The preferred drug compliance for this particular health plan was the highest (95%) compared to all other markets of the health plan throughout the country.

At a County Health Care Plan in Florida, TTM was able to establish a preferred drug list and accomplish over 90% compliance largely through education of providers on a preferred drug list. This was accomplished in categories such as the HMG, ACE I, PPI and SSRI categories.

A large health plan in New York and a large health plan in Florida saw a significant increase in ACE inhibitor market share compared to calcium channel blockers, after TTM conducted a specific ACE Inhibitor educational program. This program focused on profiling physician inappropriate utilization in the CCB category and education them through face-to-face academic detailing.
To learn more about how we can help your organization, please contact:

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