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

Indegene 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

- 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.
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<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>
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</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

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Academic Detailing expanding use of preferred drugs*

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

Indegene TTM moved total prescriptions for preferred drug from 370 prescriptions to 930 prescriptions in those same 7 months.
Indegene 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. Indegene TTM however, takes special pride in our ability to move market share towards specific preferred drug products or drug classes.
To learn more about how we can help your organization, please contact:

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