

# Innovation Spotlight: Comprehensive Medication Management Program



High-touch clinical intervention for high-need members

- Proactively pairing members with Genoa clinical pharmacists
- Optimizing medications and integrating behavioral and medical health care teams
- Resulting in higher patient engagement and better health outcomes

**1/3**

of US adults are impacted by suboptimal medication use<sup>1</sup>

**1 in 9**

emergency department visits are attributable to adverse drug reactions<sup>1</sup>

**68%**

of those reactions are preventable<sup>1</sup>

## Connecting data and systems

Members are identified using proprietary medical, behavioral, and pharmacy data and advanced analytics.

Pharmacists act as a nexus for at-risk members in navigating the complexity of their health care.

## Clinical connections and expertise

The pharmacist coordinates with the patient and their providers to assess patient's holistic needs and optimize the medication regimen, supporting achievement of the patient's health-related goals and improvement in clinical outcomes.

**86%**



of the patients engaged by Genoa clinical pharmacists were found to have opportunities for medication optimization and improved care coordination<sup>2</sup>

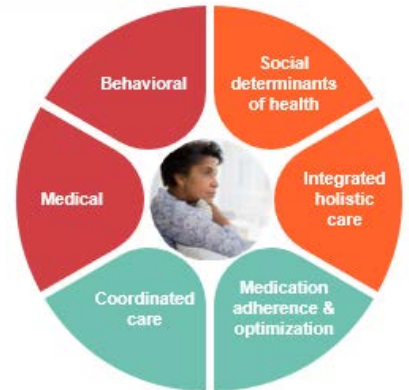
**73%**



of responding providers accepted the recommendations for medication adjustments<sup>2</sup>

## Improved member experience

- Integrated holistic care
- Advocacy
- Better health
- Improved quality of life



## Total health outcomes

The program is currently available in 15 state Medicaid plans, nationally for Medicare members, and is expanding rapidly and will serve more than 20,000 members by the end of 2021 - with a goal of serving 100,000 or more individuals per year across Medicaid, Medicare and Commercial plans.<sup>2</sup>



**\$18M**

Program projected total cost of care savings in 2021<sup>2</sup>

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For additional questions, contact Optum Provider Services 1-877-614-0484

1. <https://pubmed.ncbi.nlm.nih.gov/18519904/>

2. Optum data. Hall/Mash, Sept 2021. Stock Photo Used