

# Collaboration among health care partners

How an association of private, nonprofit academic institutions in Florida saved over \$6 million through clinical program and formulary management while improving health and well-being outcomes.

## BACKGROUND

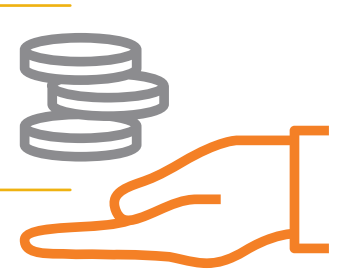
For more than 15 years, OptumRx® has provided pharmacy benefits to the Independent Colleges and Universities Benefits Association (ICUBA), composed of more than 9,100 employees across 26 employers. Our services started with OptumRx home delivery and Optum® Specialty Pharmacy. Over the last few years, however, ICUBA wanted to enhance members' overall health care experience while minimizing premium increases.



## GOALS

The strategy required collaboration and integrated programs across a range of health care partners including medical, prescription drug, behavioral health, and substance abuse services. ICUBA developed ICUBAcares a pharmacist advocate program, to work with OptumRx to boost health and well-being outcomes by:

- Addressing high-risk members and **high-cost claimants** through collaborating with medical carrier on weekly calls
- Designing benefits to promote **appropriate utilization** and improve access to **value-based benefits** including zero \$ copay for preventive drugs
- Reducing employees' frustration by promoting quality programs that **streamline services**
- Measuring member engagement, outcomes and satisfaction to **ensure programs are effective**



## SOLUTIONS

For the last several years, OptumRx worked with ICUBA to incorporate additional drug management programs and:



**Implemented comprehensive utilization management programs** combined with our Premium formulary to promote member choice while offering client savings.

**Introduced the Medication Adherence Program** to identify members who need help staying on track with their medications.

**Launched Optum® Copay Card Solutions variable copay** to shift costs from the health plan to specialty copay cards in an effort to reduce costs while maintaining a positive member experience.

**Used the OptumRx Vigilant Drug Program™** to encourage the prescribing of lower-cost medications with the same efficacy, medications within established Food and Drug Administration (FDA) protocols and chemically identical but more affordable medications.

**Provided targeted clinical analytics** to the ICUBAcares Pharmacist Advocate Program to identify non-adherent and high-utilizing members who need more engagement.

**Participated in clinical studies.**

## RESULTS

Continued implementation of additional prescription drug management programs helped significantly. This academic association has experienced:

- Over **\$6 million** average annual clinical program and formulary management savings
- **90%** adherence rate for chronic non-specialty and specialty medication regarding top 3 conditions (diabetes, hypertension, and high cholesterol)
- **\$1.2 million** savings with OptumRx Vigilant Drug Program

*"ICUBA is able to provide our members with high quality, cost-effective health and well-being benefits because of our partners for medical, prescription drugs and behavioral health collaborate on a regular basis to let data drive the process, focus on the members and communicate with one voice, so they receive the right care at the right price for the right outcome."*

— Mark Weinstein, President and CEO of ICUBA

### About OptumRx

OptumRx is a pharmacy care services company helping clients and approximately 59 million members achieve better health outcomes and lower overall costs through innovative prescription drug benefits services. For more information, visit [optum.com/optumrx](https://optum.com/optumrx).