

Tackling medication nonadherence

Sempre Health drives medication adherence and member satisfaction with savings for healthy behavior



The problem

Medication nonadherence is one of the largest issues facing the healthcare system today, accounting for up to \$300B in preventable healthcare costs and 125,000 deaths annually¹.

The pharmaceutical ecosystem is aligned in ensuring patients can access and afford their high-value medications, in particular because members with higher medication adherence have lower rates of disease complications². And, while there are a multitude of reasons that contribute to nonadherence, two of the most prominent are affordability and forgetfulness³.

When surveying the country's top manufacturers and health plans, it is obvious that current solutions like coupons and vouchers address only a portion of the problem. What if there was a single solution to align all stakeholders?

The solution

Sempre Health is the only market access solution that allows affordability dollars to reach members through their health plan as a channel, motivating adherent behavior via dynamic discounts, and allowing members to earn growing savings as they remain adherent to their medications over time.

Sempre's discounts are tailored to each member, so they're able to recognize the rewards of their own adherent behavior over time. Sempre also provides reminders and support through an entirely SMS-based program - no apps, downloads, or passwords - which means enrolling takes only a few seconds.

The results

This study tests the hypothesis that Sempre Health's unique dynamic discount and SMS-based engagement platform increases medication adherence.

To do so, the study reviewed the medication adherence metrics of one of Sempre's largest health plan partners, comparing members who opted into Sempre (n=14,836) against a comparable non-Sempre peer group (n-size=78,563).

Given that most adherence rates for chronic conditions fall to 50%-60% over time⁴, this improved adherence is dramatic, and results in healthier members, with reduced preventable downstream costs on the health system.

17% Increase

in population average PDC

74% of Sempre members

**are adherent (having PDC greater than 0.8)
versus 47% of non-Sempre members**

**53% of Sempre members
improved their PDC**

**post-invitation, versus 27% of
non-Sempre members**

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3234383/> 2. <https://pubmed.ncbi.nlm.nih.gov/26247579/> 3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3934668/>
4 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6045499/>

Sempre's network currently covers 130 million lives across all 50 states and over 40 medications, including generics.

Sempre's growing list of cardiovascular, metabolic, and respiratory medications are critical to controlling chronic disease in the United States. And, members love the program due to the significant savings, white glove support, and ease-of-use.

Once a member enrolls by invitation, Sempre sends reminders and seamlessly applies discounts at the point-of-sale, at any retail pharmacy in the country. Members can engage right from their text thread as needed - asking questions, providing feedback, and even requesting an automated refill submission on their behalf. Sempre provides real-time, advanced analytics to our partners along the way.

Sempre's outcomes demonstrate a highly effective and differentiated product that members love, with average enrollment rates of 25% - 40%, average member out of pocket savings of 45% - 65%, improvement in Proportion of Days Covered (PDC) of 15 - 25%, and a 95 Net Promoter Score.



Study methodology

To further normalize the data, this study included the following criteria:

- To ensure that members spent a meaningful amount of time in each period, the analysis required that members had at least 180 days of data in each measurement period.
- To control for selection bias and ensure the Sempre members were not already more predisposed to adherence than the Non-Sempre members, the study excluded members who last filled over 90 days prior to the invitation date.
- With these criteria applied, the resulting cohort sizes were Sempre n=14,836 and Non-Sempre n=78,563.