

Innovation spotlight: Comprehensive medication management program

High-touch clinical intervention
for high-need members



Connecting data and systems

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

By proactively pairing at-risk members with Genoa clinical pharmacists, we can help them navigate the complexity of their health care.

Clinical connections and expertise

The pharmacist coordinates with the patient and their providers to assess their holistic needs, including behavioral health, and optimize their medication regimen. Together, they support the patient's health-related goals and improvement in clinical outcomes.



87% of the patients engaged by Genoa clinical pharmacists were found to have opportunities for medication optimization and improved care coordination.¹

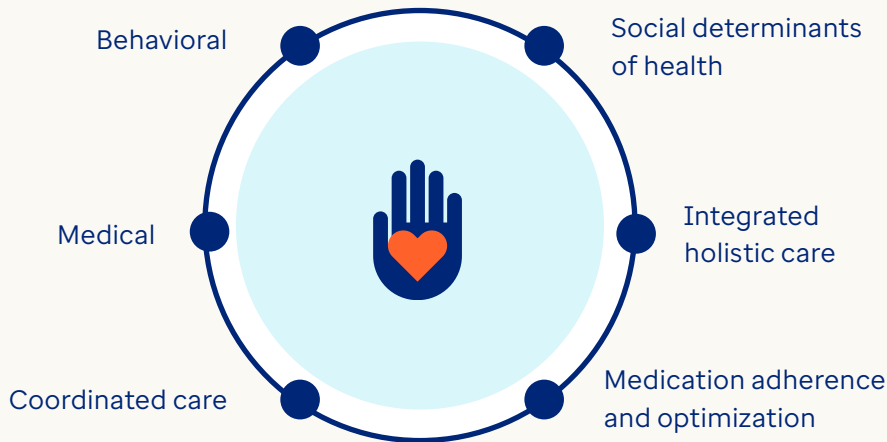


88% of responding providers accepted recommendations for medication adjustments.¹



- The estimated annual cost of drug-related morbidity and mortality resulting from nonoptimized medication therapy was **\$528.4 billion**, equivalent to 16% of total with U.S. health care expenditures in 2016.²
- Nonoptimized medication therapy was also estimated to result in **275,689 deaths** per year.²

Improved member experience



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

Total health outcomes

This program is currently available in 19 state Medicaid plans, nationally for Medicare and commercial members, and has served over 30,000 members in 2021.¹

The program targets total cost of care through reduction of ER and unnecessary inpatient utilization and improvement in access to medication and overall adherence.

Sources

1. Optum data. Correll/Mash/Page, September 2022.
2. escholarship.org/uc/item/3n76n4z6; 2016.

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