

Case Studies in Care Management 2011

HIRC has developed a series of case studies to provide broad-based insights into health plans' value-added programs with three pharmaceutical companies. These compelling case studies reveal methods used to create innovative program partnerships between health plans and pharmaceutical manufacturers and highlight key measures of successful outcomes. Additionally, these case studies provide valuable information on the key components of the programs, the role of stakeholders, and recommendations for program improvement.

HIRC health plan panelists value pharmaceutical firms that provide comprehensive care management program assistance.

Key Finding

Health & Disease Management Service

About HIRC's Health & Disease Management Service

The *Health and Disease Management Service* profiles pharmaceutical company initiatives with key managed care customers by manufacturer, disease state, and customer marketing channel. Development of PCMH, ACO, and specialty therapeutic area programs are examined, as well as manufacturers' ability to enhance medication compliance and in-depth case studies.

HIRC case studies highlight strategic health plan partnerships with Teva, Novo Nordisk, and Pfizer

The case studies may be especially useful for product marketing teams interested in learning more about the health plan perspectives on care management. HIRC's three detailed case studies are summarized in the table below.

Summary of Case Studies

Pharmaceutical Partner	Health Plan Demographics	Targeted Area(s)	Type of Program
Teva Neuroscience	<ul style="list-style-type: none"> Regional HMO Commercial 1.2 million enrollees 	Multiple Sclerosis	Comprehensive <i>Shared Solutions</i> DM program aimed at contacting and educating patients upon initial diagnosis; services are unique from the specialty pharmacy and include copay and benefit assistance, in-home injection assistance, and peer-to-peer supportive services.
Novo Nordisk	<ul style="list-style-type: none"> Regional HMO with integrated delivery system Commercial, Medicare and Medicaid 400,000 enrollees 	Diabetes	Customized approach addressing health plan's needs and offers interventions to benefit the patient, physician, and the employer; augments successful in-house DM interventions.
Pfizer	<ul style="list-style-type: none"> Regional Affiliate of National HMO Commercial, Medicare and Medicaid 400,000 enrollees 81,000 PCMH participants 	Patient-Centered Medical Home	Support of a state PCMH initiative that grew the number of participating practices and supported its efforts in electronic medical records.

Source: HIRC *Health and Disease Management Service*, Interviews, Fall 2011.

Report Availability

The *Case Studies in Care Management* report is part of the *Health & Disease Management Service* and is now available to subscribers at www.hirc.com.

For information on subscribing to the *Health & Disease Management Service* please contact:

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