



Group Medicare Insights: The Humana difference

Humana's innovative approach to helping members get meds right

Medication is most effective when it's taken as directed. Yet the Centers for Disease Control and Prevention (CDC) estimates that approximately 50% of prescriptions filled are taken incorrectly, particularly with regard to timing, dosage, frequency and duration.¹

When it came time to help Medicare Advantage members with chronic obstructive pulmonary disease (COPD) improve their use of inhalers, Humana took an innovative approach: provide patients with over-the-phone guidance. During a call, participants would describe how they used their inhalers, after which a pharmacist would correct their technique with verbal step-by-step instructions.

The result: of the nearly 2,000 Medicare Advantage participants, nearly 40% were using their inhalers incorrectly at the start of the program. After the first phone education session, misuse dropped to less than 7%.¹

That's good news to patients and providers alike. Poor medication adherence takes the lives of 125,000 Americans annually and causes an estimated \$100 billion to \$300 billion in annual U.S. healthcare costs.² By helping improve medication adherence among Medicare Advantage plan members, Humana is not only enhancing patient outcomes but easing the economic burden on healthcare providers.



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Over-the-phone guidance is only one of many ways Humana is helping improve medication adherence among Medicare Advantage plan members. Here are some other examples:



Timely communication: Humana may contact patients who might not be filling their medications on time to assist with refills, at no additional cost.



Accurate information: Humana may send educational materials to patients about the importance of adherence and offer guidance on how to overcome barriers.



Mail-order convenience: With mail-order services, CenterWell® Pharmacy may send refill reminders by phone, email and/or text. Members can also arrange to have medications shipped directly to their home so that they don't have to travel to a retail pharmacy.



Digital connectivity: The MyHumana mobile app lets members manage prescriptions by checking drug pricing, ordering home delivery and tracking orders anytime, anywhere.

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1. Neiman AB, Ruppert T, Ho M, et al. "CDC Grand Rounds: Improving Medication Adherence for Chronic Disease Management — Innovations and Opportunities," MMWR Morb Mortal Wkly Rep 2017;66. DOI: <http://dx.doi.org/10.15585/mmwr.mm6645a2>, last accessed May 6, 2026.
 2. "[Medication Adherence: Taking Your Meds as Directed](#)," American Heart Association, n.d., last accessed May 6, 2026.

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