



Group Medicare Insights: Industry news and trends

Better outcomes, lower costs: Three ways Humana boosts medication adherence



The numbers paint a clear picture: Older adults who stick to their medication schedule have better health outcomes and lower hospitalization rates. According to studies, good medication adherence was associated with a 21% reduction in long-term mortality risk while medication non-adherence was significantly associated with all-cause hospitalization.¹

Encouraging medication adherence is a priority for Humana and there have already been significant strides in this area:

- Patients using CenterWell Pharmacy® have a **2.7% higher medication adherence** rate compared with other pharmacies²
- Patients of CenterWell Pharmacy® with hypertension, hyperlipidemia or diabetes have up to **190 fewer admits** per thousand, resulting in cost savings³

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Here's a look at Humana's efforts to boost medication adherence among members.



Digital tools for medication management

Digital tools improve adherence by making it easier for older adults to manage prescriptions and include features such as:

- **Refill and medication reminders:**
An auto refill option reminds members to renew medications before they run out while medication reminders ensure patients don't miss a dose.
- **Order tracking:**
Patients can view and track medication orders from their mobile device anytime, from anywhere, for peace of mind.
- **Digital prescription transfer:**
A mobile app allows patients to transfer prescriptions from other pharmacies to CenterWell Pharmacy®.



Medication Therapy Management (MTM)

A one-on-one review with a qualified pharmacist or other healthcare provider helps members get the greatest benefit from their medications and promotes adherence by:

- **Addressing cost concerns:**
High medication costs can present a barrier; during the MTM review, a provider may discuss lower-cost alternatives.
- **Reviewing multi-drug regimens:**
Many members take multiple medications prescribed by more than one provider, which can lead to medication errors and impede adherence. During the review, safety issues are addressed and any potential issues are flagged.
- **Addressing other adherence barriers:**
Whether it's questions about side effects, how to keep track of medications or other concerns, the pharmacist or healthcare provider will help members overcome any adherence barriers.



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CenterWell Specialty Pharmacy®

The following features of CenterWell Specialty Pharmacy® encourage medication adherence among patients with chronic or complex conditions:

- **Patient assistance programs:** Helps members who need financial assistance to pay for their medications by guiding them to appropriate programs.
- **Clinical programs:** Includes services such as providing educational resources, counseling, monitoring patient adherence to treatment regimens and more.



1. Caroline A Walsh et al., "[The association between medication non-adherence and adverse health outcomes in ageing populations: A systematic review and meta-analysis](#)," National Library of Medicine, Sept. 6, 2019, accessed May 29, 2026
2. [Humana 2025 Impact Report](#), accessed May 15, 2026
3. [Humana website](#), webpage on CenterWell, accessed May 15, 2026

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