



## Group Medicare Insights: Plan sponsor experience

# A prescription for value-based care

Ensuring members follow their doctor's orders is a growing challenge for healthcare providers and plan sponsors alike. The slightest improvements in medication adherence can reduce out-of-pocket expenses for plan sponsors and significantly enhance patient outcomes. A value-based care (VBC) model can play a critical role. Here's how.

### What is medication adherence?

How consistently patients take their medications as prescribed, including dosages, time and frequency.

### Why does it matter?

# 125,000

The number of American lives lost to poor medication adherence annually<sup>1</sup>

# \$300 billion a year

The approximate cost impact poor medication adherence has on the healthcare system, measured in additional medical appointments, emergency department visits and hospitalizations<sup>1</sup>

# 1 in 5

Patients who reported failure to fill a prescription in the past<sup>2</sup>



## Common reasons for poor medication adherence:



Uncertainty around a medication's effectiveness



Fear of side effects



Difficulty taking the medication



Being unsure of next steps after meeting with a doctor



Lack of confidence in knowing how to manage a health condition



Forgetfulness



The rising cost of prescription medications

## Why VBC works

By shifting the focus of healthcare from volume to outcomes, VBC outperforms fee-for-service (FFS) in multiple preventive care and chronic care management quality measures, including medication adherence.

VBC versus non-VBC performance in medication adherence for:

Hypertension:

89% vs. 87%<sup>3</sup>

Diabetes medications:

86% vs. 84%<sup>3</sup>

Cholesterol (statins):

88% vs. 87%<sup>3</sup>

## How plan sponsors can improve retirees' medication adherence

### Inform members

about the potential risks of non-adherence

### Raise awareness

of wellness programs designed to support healthy lifestyles, such as SilverSneakers® or gym memberships

### Encourage enrollment

in a Medication Therapy Management program





### 3 signs your GMA carrier supports medication adherence

The right healthcare insurer can play a pivotal role in encouraging retirees to follow doctor's orders. Here are three signs your provider supports and encourages medication adherence:

- 1** They offer refill reminders and assistance for retirees who might not be filling their medications on time, at no additional cost.
- 2** They send retirees educational materials about the importance of adherence and recommendations to overcome potential barriers.
- 3** They provide access to a retail or mail-order pharmacy. Humana's CenterWell, for example, can ship medications directly to retirees.

With its commitment to quality care and deeper patient engagement, value-based care models deliver measurable improvements in medication adherence that benefit both patients and plan sponsors. With the right healthcare insurer, plan sponsors are better positioned to reap these rewards.



## FAQ: The potential risks of medication non-adherence

One way to encourage individuals to take their medications as prescribed is to educate them on what will happen if they don't. Here's a handy list to help plan sponsors communicate the potential risks of non-adherence to retirees.

- **Death:**  
Approximately 125,000 deaths per year in the United States are due to medication non-adherence.<sup>4</sup>
- **Increased healthcare costs:**  
The total cost estimates for medication non-adherence range from \$100 billion to \$300 billion every year.<sup>3</sup>
- **Increase in hospitalizations:**  
Medication non-adherence accounts for a 17% increased risk of all-cause hospitalizations.<sup>5</sup>
- **Higher risk of medical events**  
such as severe relapses, antibiotic resistance and hospitalizations.<sup>6</sup>



To learn more, visit [Humana Group Medicare](#)



## A prescription for value-based care

1. American Heart Association. “Medication Adherence: Taking Your Meds as Directed.” American Heart Association, n.d., accessed March 13, 2025, <https://www.heart.org/en/health-topics/consumer-healthcare/medication-information/medication-adherence-taking-your-meds-as-directed>
2. “Too Many Patients Aren’t Filling Their Prescriptions. Here’s How the Industry Can Change That.” FiercePharma, n.d. <https://www.fiercepharma.com/sponsored/too-many-patients-arent-filling-their-prescriptions-heres-how-industry-can-change>, accessed March 13, 2025.
3. Humana. “Moving to Value-based Care.” Humana, n.d., accessed March 17, 2025, <https://provider.humana.com/value-based-care>
4. Benjamin RM. “Medication adherence: helping patients take their medicines as directed.” Public Health Reports. 2012 Jan-Feb;127(1):2-3. doi: 10.1177/003335491212700102
5. Conn, Clare, Sarah Tonkin, Chris Cullinan, Maria Carey, and Christine M. De Die. “The Association between Medication Non-Adherence and Health Outcomes in Older People: A Systematic Review and Meta-Analysis.” Journal of Clinical Pharmacy and Therapeutics 45, no. 1 (February 2020): 33-47. <https://doi.org/10.1111/jcpt.13037>.
6. S. Vrijens, A. De Geest, B. Hughes, D. G. Dobbels, C. Van Tongelen, and T. Vlasses, “Determinants of medication adherence in patients: a systematic review of observational studies,” PMC, 2012, <https://pmc.ncbi.nlm.nih.gov/articles/PMC3191684/>

To learn more, visit [Humana Group Medicare](#)