



Group Medicare Insights: Plan sponsor experience

Why following doctor's orders pays off for retirees and plan sponsors

What is medication adherence?

When patients consistently take medications as prescribed and correctly follow guidelines on dosages, timing and frequency.

Why it matters to plan sponsors:

Higher adherence rates = better outcomes and lower premium costs

What's at stake when members don't follow doctor's orders?

- Higher hospital readmissions¹
- Lower patient satisfaction scores
- Reduced plan reimbursement

Common barriers to medication adherence:

- Cost of prescriptions or services
- Confusion about instructions
- Fear of side effects

How Humana supports medication adherence:

- Providing retirees with access to educational materials
- Offering plans with wellness programs like SilverSneakers®
- Providing access to retail or mail-order pharmacies like CenterWell Pharmacy®



\$100 billion— \$300 billion:

Estimated annual cost of nonadherence in additional emergency visits, hospitalizations and other complications.²

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In 2023, patients who filled prescriptions at CenterWell Pharmacy® had an average

3.3% increase

in Stars medication-adherence measure pass rates compared to non-CenterWell pharmacies.³

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Members with 90-day supplies had a

15% higher

Centers for Medicare & Medicaid Services (CMS) medication adherence compliance rate compared to members with 30-day supplies.³

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1. N. Schonenberger and C. Meyer-Masseti, "[Risk Factors for Medication-Related Short-Term Readmissions in Adults – A Scoping Review](#)," BMC Health Services Research, last accessed August 11, 2025.
2. "[Medication Adherence: Taking Your Meds as Directed](#)," American Heart Association, n.d., accessed March 13, 2025.
3. "[Medication adherence: Calculations and measure goals](#)," Humana Pharmacy Analytics Data through December 31, 2023, refreshed on March 21, 2024, last accessed August 11, 2025.

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