

A Large National Health Plan Increased Adherence Metrics with an End-of-the-Year Push

Client Success Story



Improvement in fill rates for those contacted

18-25%

Stars improvement across medication adherence categories

1&2

Challenge

- A tight timeframe to identify and target members with diabetes, hypertension, and/or high cholesterol for a medication adherence program.
- Members lacked education on adherence, and the health plan lacked data on member barriers to refill.

Solution

- With Virgin Pulse's Retention Solution, the health plan was able to precisely identify 78K members based on predictive factors like social determinants.
- Educated members about the importance of adherence with personalized messaging for up to three drug names.
- Leveraged insights from Virgin Pulse to include a barrier-breaking tip that would increase the chances of action.