

PBM



A Digital Health Intervention For Asthma Patients

Developed to:

- increase controller medication adherence
- reduce the need for rescue inhalers in asthma patients

“HealthNHand” was designed to send behavior based, daily messaging with air quality forecasts to support the health of asthma patients.

THE PROGRAM OVERVIEW



what happened next?

ENROLLMENT

PBM recruiting through www.HealthNHand.com with eligible plan members of AmerihealthDC



did it work?

INTERVENTION

Behavior based IVR (phone) SMS and email educational messaging plus air quality forecasting

50%

improvement in adherence

87.5% retention rate

PBM: PERFORMRX

THE CONDITION:

Asthma is a respiratory condition caused by the inflammation of the air passages in the lungs. There are over 300 million asthma patients globally, with 100 million new cases predicted in the next 10 years. The most effective treatment for asthma is the long term use of inhaled medication.

THE CHALLENGE:

Ensuring that patients adhere to the daily use of their inhaler. Asthma patients are also more susceptible to poor air quality and need to be informed when conditions are hazardous to them.

PBM

THE INTERVENTION:

HealthNHand® was a digital health communications platform that used SMS, e-mail, or IVR to remind patients to adhere to their medication regimen. Using patient questionnaires and responses to educational messaging, MEMOTEXT's Personologic algorithm generated a personalized program for each user. HealthNHand also sent patients daily air quality index (AQI) forecasts informing them when conditions were moderate, or worse, and provided supportive messaging. Patients could track their progress and share it with healthcare providers if they chose.

THE RESULTS:

More than half of the patients who were poor adherers before starting the program improved their controller medication adherence while enrolled in HealthNHand. There was also a significant reduction in the use of rescue inhalers. Over 80% of the patients who were high rescue inhaler users before enrolling reduced their use while participating in HealthNHand. The program had a 87.5% retention rate after 12 months.

"Implementing MEMOTEXT's program was easier than we could have imagined. The integration could not have been smoother. Our members have really responded positively to the MEMOTEXT® program."

Lauren Megargell, Director, Drug Therapy Management Programs & Outcomes, PerformRx



WATCH MEMOTEXT'S
CO-PRESENTATION WITH
PERFORMRX

WATCH THE VIDEO