

LAMP Success Story : Improving Adherence Through Strategic Pharmacy Partnerships

OVERVIEW

A leading health plan based in the Midwest provides collaborative Medicare Advantage plans across multiple states. Seeking an innovative approach to drive improved medication adherence for their members with chronic conditions, the health plan sought solutions beyond traditional care settings.

The organization partnered with PQS by Innovaccer to implement the Longitudinal Adherence Monitoring Program (LAMP), leveraging community pharmacies as touchpoints for improving patient engagement and adherence. Through PQS by Innovaccer's EQUIPP® platform, the health plan empowered pharmacies to engage targeted patients, document interventions, and track adherence rates weekly.

The data-driven approach yielded impressive results: 16.65% increase in overall member adherence for documented diabetic members and an average of 9.03% increase in adherent members across all three triple-weighted adherence measures compared to non-managed groups.

THE CHALLENGE

Missed Touchpoints & Data Gaps

Despite being committed to improving health outcomes for its Medicare populations, this health plan faced several roadblocks when it came to enhancing medication adherence, such as:



Limited access points for patients

Patients with chronic conditions need consistent medication management, but infrequent physician visits left the health plan with few intervention opportunities when adherence issues arose.



Ineffective outreach strategies

The health plan's existing approaches lacked personalization to drive behavioral change across their special needs population and couldn't effectively identify at-risk patients before they became non-adherent.



Documentation and measurement challenge

Without standardized tracking, the health plan couldn't measure the impact of adherence efforts or access real-time data to adjust strategies mid-course.

The Untapped Pharmacy Opportunity



Patients visit pharmacies almost twice as often as they visit physicians. This presented a powerful opportunity for the health plan to tap into the community pharmacy network for improving adherence across their unique special needs population.

The LAMP Approach

To tackle persistent adherence gaps, the health plan implemented the Longitudinal Adherence Monitoring Program (LAMP) in collaboration with PQS by Innovaccer. The program helped the health plan activate pharmacies as frontline care providers to target medication adherence in patients who would benefit from pharmacy intervention by year-end.

LAMP focused on three core adherence measures: Diabetes PDC, RASA PDC (hypertension medications), and Statin (cholesterol medications) PDC, with the goal of achieving 80% or better Proportion of Days Covered for each chronic condition by the end of the calendar year.

The key components of the LAMP program

Quarterly check-ins

Pharmacists conducted regular conversations with patients about medication refills, addressing quality of care issues & potential barriers.

90-day conversion

Targeting patients eligible for 90-day fills who weren't utilizing this benefit.

Last fill

Identify patients who could achieve adherence for the measurement year by receiving one final medication fill.

Year-end adherence

Incentivizing pharmacies for member-level adherence outcomes, with a requirement of 80% compliance with medications.

LAMP in Action: How PQS Drove Medication Adherence

Central to the LAMP program was the PQS by Innovaccer's EQUIPP® platform. It played a key role in streamlining execution and enabling pharmacy coordination with near real-time tracking. Supporting both flat file transfers and direct data capture, the platform offered high flexibility for various pharmacy workflows while maintaining data consistency.

Using EQUIPP® as the central hub, pharmacists accessed the health plan's member lists through the Enhanced Services Tab, updated weekly, every Friday. The intuitive interface allowed pharmacies to view patient opportunities, track PDC rates in near real-time, and complete documentation with simple clicks.

Pharmacies received incentives for completing encounters with targeted patients identified and shared by the health plan through EQUIPP®.

Driving Pharmacy Engagement from the Ground Up

The health plan partnered with PQS to strengthen pharmacy participation and enrollment in the LAMP program through a comprehensive, multi-channel outreach approach:

- Mailers sent in mid-September to 1,500 pharmacies inactive for 90+ days
- Weekly reminder texts and emails sent to program-enrolled pharmacies
- Monthly educational content through webinars, blog posts, podcasts & client-specific strategy calls focused on LAMP program optimization
- Daily digital support, including social media posts, front-line assistance, and 24/7 knowledge base access for LAMP questions

How LAMP Worked in Practice

Once pharmacies were engaged and enrolled, the health plan implemented a streamlined workflow to facilitate consistent execution and maximize program effectiveness.

STEP 1

The health plan created weekly target member lists based on adherence data

STEP 2

PQS updated members within the EQUIPP® platform & distributed lists to participating pharmacies weekly

STEP 3

Pharmacies counseled members via face-to-face or telephonic interventions

STEP 4

Encounter documentations were captured through EQUIPP® & standardized data transfers from pharmacies

STEP 5

Results & analytics were reported back to the health plan for continuous program optimization

Impact: Driving Real Change in Medication Adherence

From program launch in late Q3, 2024, through year-end, the health plan saw significant improvements across several parameters:

High Pharmacy Engagement

- **1,437** unique member measures sent for pharmacy intervention.
- **37.3%** of unique member measures were documented.
- Participating pharmacies achieved as high as **98%** documentation rates, with a **34%** overall documentation rate.

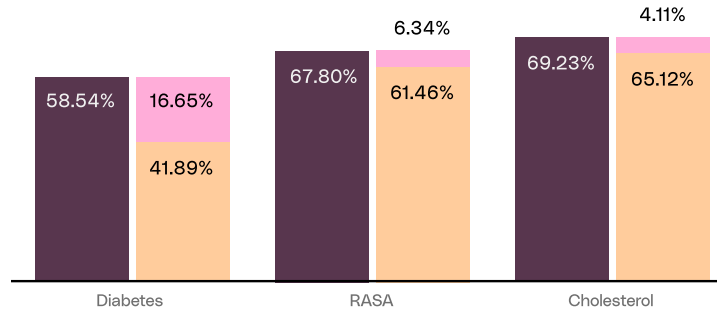
Measure Opportunities by Organization



Improved Adherence Outcomes

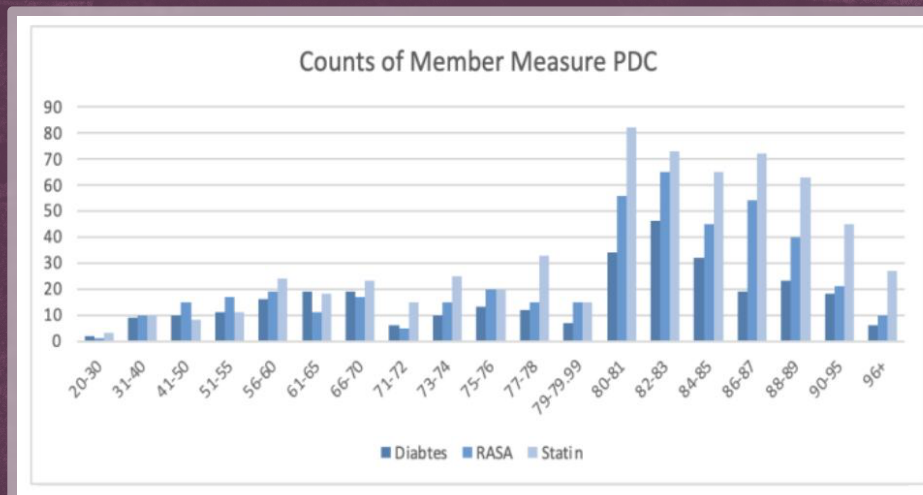
Documented Not Documented Difference

- Adherence (Proportion of Days Covered; PDC) improvements for documented vs. non-documented measures



*Percentages represent the % of the population that is adherent per final PDC rates

- On average, 66.29% of documented members achieved adherence
- Documented populations showed 9.03% higher average adherence than non-managed populations.



Measurable Population Improvement

Documented populations demonstrated the most significant positive impact on relative PDC performance.

Average PDC Change: Initial vs Final Reported

Measure	Not Participating	Participating
Diabetes	-2.19%	-1.45%
RASA	-0.85%	1.75%
Statin	-0.41%	1.40%

The Statin cohort accounted for 45% of total member opportunities and achieved the highest engagement rate at 44%.

Documentation activity showed sustained growth from Q3 to Q4, with check-ins rising from 70 in Q3 to 129 in Q4.

Final fill interventions achieved a 71% success rate, with 12 of 17 targeted patients becoming adherent after receiving their final medication fill of the year.

77.19% of the documentations had the disposition of "prescription refill submitted".

In Conclusion

The health plan successfully showcased how pharmacy networks can be leveraged to improve medication adherence at scale. After implementing PQS's LAMP program, the health plan achieved significant PDC improvements across measured chronic conditions, proving that community pharmacies are powerful allies in chronic care management. For health plans seeking scalable adherence solutions, the LAMP model offers a proven framework that transforms routine pharmacy visits into meaningful health interventions.

Contact [PQS](#) by Innovaccer to explore how LAMP can drive better outcomes for your members.

About PQS

PQS by Innovaccer aligns healthcare payers and pharmacies to achieve their shared goals of better patient outcomes and healthcare quality performance. As a neutral, trusted intermediary supporting the evolution of value-based care, PQS facilitates nationwide pharmacy-based care through our partners and the EQUIPP® platform. Utilizing deep clinical pharmacy knowledge and over a decade of performance management experience, we help clients develop strategies, implement quality improvement programs, and optimize the quality of healthcare for their populations served.

For more information on how PQS can support you, please visit www.pharmacyquality.com.