



MASSACHUSETTS

# VALUE-BASED BENEFITS HELP MEMBERS IMPROVE THEIR HEALTH

Our value-based benefits help members with certain chronic conditions improve their health, manage their care, and save money. They also provide access to smoking cessation medications at no additional cost, when prescribed by a doctor. Members who are at risk for cardiovascular disease or have asthma, diabetes, coronary artery disease, or depression associated with any of these conditions may qualify.

## TARGETED SAVINGS

This approach to managing costs leads to savings for members in two areas:



### Chronic-Disease Medications

By lowering the cost for certain chronic-disease medications, adherence to treatment plans improves, which can result in lower plan costs over the long term.



### Eliminate Cost for Diabetic Monitoring Visits

Members with diabetes are covered for two diabetic monitoring visits per year at no additional cost.<sup>1</sup> Encouraging regular, proactive care helps avoid complications and costly treatment.

## THE ADVANTAGES OF VALUE-BASED BENEFITS

### Increased Medication Adherence

Lower prescription medication copayments, along with health education and support, led to a 15 percent increase in chronic-disease treatment adherence in just one year.<sup>2</sup>

### Fewer Complications

Risk of future complications and hospitalizations decreased for diabetics who were newly compliant with their medication regimens, reducing overall claims.<sup>3</sup>

### Help Quitting Smoking

Members have access to smoking cessation medications at no additional cost.

## Questions?

If you have any questions, contact your account executive.

1. Services include diabetes evaluation and management; diabetic eye exams; diabetic foot care; and diabetes self-management training and education, including medical nutrition therapy.

2. Among those previously considered out of compliance. Sources: Chernew, Michael E., Shah, Mayur R., Wegh, Arnold, et al. "Impact of Decreasing Copayments on Medication Adherence Within a Disease Management Environment," Health Affairs, (2008) 27: 1; and Blue Cross Blue Shield of Massachusetts 2008 data.

3. Blue Cross Blue Shield of Massachusetts 2012 and 2013 claims data.

(continued)

## THE MAIL SERVICE PHARMACY SAVES MEMBERS MONEY ON THEIR MEDICATIONS

Members with certain chronic conditions pay less for a three-month supply of eligible Tier 1 and Tier 2 medications through the mail service pharmacy. By lowering costs, medications become more accessible, leading to better adherence and fewer complications.

SAVINGS EXAMPLE <sup>4</sup>		
TYPE OF PRESCRIPTION	MEDICATION COPAY	
	Plans without Value-Based Benefits	Plans with Value-Based Benefits
30-day retail pharmacy	\$15/\$30/\$50	\$0/\$0/\$50—for smoking cessation medications \$15/\$30/\$50—for other medications
90-day mail service pharmacy	\$30/\$60/\$150	\$15/\$30/\$150—for certain chronic conditions <sup>5</sup> \$0/\$0/\$150—for smoking cessation medications \$30/\$60/\$150—for other medications

**Please note:** This coverage information is based on a 3-tier medication plan, which is our most common pharmacy plan. Eligible medications vary depending on a plan's tier structure. Check your benefit materials for details.

4. For illustrative purposes only, using a 3-tier plan.

5. Includes certain covered medications for the treatment of asthma, diabetes, coronary artery disease or risk for cardiovascular disease (taking both high blood pressure medications and high cholesterol medications), and depression associated with any of these conditions.

Blue Cross Blue Shield of Massachusetts complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, or gender identity.

ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call Member Service at the number on your ID card (TTY: 711).

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia con el idioma. Llame al número de Servicio al Cliente que figura en su tarjeta de identificación (TTY: 711).

ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: 711).