



New Service for Members with Diabetes

Engaging Members to Promote Adherence

Dear Valued Client:

As part of your pharmacy benefit plan, Catalyst Rx is pleased to extend our mail service-based *Diabetic Sense* program to all Catalyst Rx clients and their members with diabetes **beginning April 13th at no additional cost**. Through *Diabetic Sense*, members with diabetes can receive essential testing supplies, including a free blood glucose meter and self-management education tools, for the same copayment that applies to their mail service benefit.

What will the service include?

Value to the plan: *Diabetic Sense* will deliver savings to the plan through deeper mail service pharmacy discounts on supplies and for the same member copayment that applies to your mail service benefit. This service has also proven to increase medication adherence, which is an important factor to improving your members' overall health and well-being and reducing more expensive medical costs.

The addition of *Diabetic Sense* to your pharmacy plan is a benefit enhancement, not a benefit change, thus no plan changes are required on your part to activate the service. After the program effective date, we will begin notifying your members of the availability of this program. If you do not wish to activate the *Diabetic Sense* service for your members, please sign and return this form by April 13th.

Diabetic Sense offers the following value to your plan:

- Deeper pharmacy discounts on diabetic testing supplies
- Expanding members' choice – member only pays their mail service copayment
- Value added benefit to your members at no additional cost to you or the member
 - Refer to "Value to the Member" below for full details
- Increased testing adherence among your members with diabetes
 - 2011 experience shows that more members participating in this program adhere to their testing therapy than those who receive their supplies through other pharmacies

Value to the member: Members will continue to have the same flexible options when filling their diabetic testing supplies with an additional option (*Diabetic Sense*) that provides them with the greatest value.

Diabetic Sense works to increase medication adherence and promote positive outcomes among patients with diabetes through improved access to affordable diabetic supplies and self-management education. All the member has to do is call to begin receiving their supplies and free gifts. There are no forms for the member to complete. Liberty[®] Medical, the administrator of the *Diabetic Sense* program, will take care of obtaining the prescriptions from the prescriber.

Members will also enjoy the following benefits:

- **Free** blood glucose meter of their choice upon enrollment and every year — est. savings of \$50-\$80 per year!
- **Free** Healthy Kitchen Cookbook and Diabetes Management Guide upon enrollment and educational material sent with each order and upon member request
- Access to **Certified Diabetes Educators** (CDEs), pharmacists and dieticians
- **Free shipping** and **refill reminders**, helping members remain adherent
- **Savings** – converting from a 30-day to a 90-day supply copayment plus free supplies
- **Web-portal** – information center, FAQs, Recipes, Healthy Living TV, Ask a CDE, Diabetes Blog

Why is this service important?

The Cost of Diabetes

- Patients with diabetes are at high risk for severe and costly complications such as retinopathy, nephropathy and atherosclerotic vascular disease and the risk increases for patients who do not take steps to manage their condition
- Patients with diabetes incur average healthcare expenditures of approximately \$12,000 per year, approximately 2-3 times higher than those individuals without diabetes. Costs are even greater when common traumatic complications occur and when non-medical costs such as absenteeism and reduced productivity is considered.

Non-Adherence in Diabetes Treatment Drives Cost

- Long-term glycemic control is fundamental to the management of diabetes and has been shown to reduce complications. However, patients with diabetes often fail to derive optimal benefits due to non-adherence, with rates ranging from 40-90%.

Frequently Asked Questions & Answers

- 1. Are members with diabetes required to get their supplies through this option?**
No. Members can continue obtaining their supplies through other Catalyst Rx network pharmacies. Member participation in *Diabetic Sense* is optional.
- 2. How will members know that the *Diabetic Sense* program is available to them?**
Members will receive an introductory letter from Catalyst Rx inviting them to participate in the program, as well as future communications educating them on the value of the program.
- 3. Does the plan sponsor have any control over administration of the *Diabetic Sense* program?**
Yes. You have the option to make the program mandatory for your members. You may also elect to apply different copayments (other than the mail service copayment) to supplies obtained through the program. Please contact your Account Executive to discuss these options further.
- 4. How does the *Diabetic Sense* program impact my plan's benefit design?** *Diabetic Sense* is an extension of your mail service benefit and, therefore, no plan change is necessary to begin coverage at Liberty Medical applying your plan's mail service copayments.

5. **Can I receive reports about *Diabetic Sense* enrollment and the adherence rates of these members?** Yes. These reports are available and will be provided as frequently as you request at no cost.

Catalyst Rx is pleased to be able to make this program available to your plan at no additional cost as a way to increase adherence and reduce costs for the plan and for members with diabetes. **As a reminder, if you do not wish to activate the *Diabetic Sense* program, and make this valuable service available to your members with diabetes, please sign and return this form by April 13th, and the program will not be made available or promoted to your members.**

We thank you for your business and for the opportunity to be of service. Should you have any questions, please call me at 240-268-3169 or email me at jmiddleton@catalystrx.com.

Sincerely,

Judi Middleton
Account Executive
Catalyst Rx

Bakers Union & FELRA Health and Welfare Fund

☐ Please do NOT add *Diabetic Sense* to my pharmacy benefit plan.

Signature: _____

Print Name: _____

Title: _____