# Custom Care Mail (CCM) - MP1, MP2, MP3

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**Description:** Customer Care may encounter prescriptions that have or are currently being reviewed through the Custom Care Mail (CCM) process. This document provides an overview of CCM to increase Customer Care’s understanding of the programs.

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| What is CCM? |

The Custom Care Mail program works towards optimizing pharmacy utilization by reviewing the member’s mail and retail drug history to ensure all prescriptions are appropriate, safe, and cost effective. The client must enroll in the program in order to participate. Before dispensing a mail service prescription, a Clinical Interventions staff member evaluates the prescription for:

* Product selection
* Dosage
* Duration
* Approved diagnosis

If this review identifies a more appropriate therapy the Clinical Interventions staff member contacts the prescriber to discuss the issue and to identify a clinically acceptable alternative. Prescribers may be asked to change to a different drug, a more appropriate dose, reduce the length of therapy, or limit refills. In many cases, the Clinical Interventions staff member provides the prescriber with information about the member’s prescription, including newly available strengths or dosage forms or new clinical guidelines for the medication.

Many times, the prescriber agrees with the Clinical Interventions staff member and authorizes a change in therapy. However, it is important to note that if the prescriber does not authorize the change, then the prescription will be dispensed as originally prescribed. If a change is authorized, the Clinical Interventions staff member will document this information, which allows us to quantify and report client savings from the program in an auditable format.

The features of Custom Care Mail include:

* Concurrent activity, triggered by a mail prescription
* Use of integrated history (mail and retail) for consultations
* Authorized changes implemented at point of dispensing
* Proactive prescriber interaction
* Guaranteed savings to the client

The Benefits of Custom Care Mail include:

* Lower mail drug expenditures for the client
* Educate prescriber on potential drug conflict or drug induced disease conditions they may not be aware due to multiple prescribers treating the same member.
* Continually enhanced to proactively address pharmaceutical advancements
* Promotes prescriber prescribing of cost effective drugs and treatment regimens that are clinically appropriate

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| Types of CCM |

The Custom Care Mail program currently includes the following types of clinical edits. Many of these may be identified in the system as “CCM- PRESCRIPTION INTERVENTIONS” or “CCM- CONTACTING PBR TO DISCUSS THERAPY”.

**1.** **Step Care Protocols:** These are rankings of medications within a therapeutic class.

**2.** **Length of Therapy:** This edit is based on the length of time a patient has been on a particular medication and dosage. The concept is to dispense an appropriate quantity of medication based on the duration of the patient’s therapy.

**3.** **Off-Label:** The diagnosis is obtained to ensure the prescribed drug therapy is being administered for treatments/indications listed in the manufacturers' label or in literature from primary research and study information sources.

**4.** **Case Management:** This is a miscellaneous category of calls pertaining to overall "good pharmacy practice" (i.e., verify current dosing).

**5.** **Geriatric Prescriptions:** This is based on dosing parameters of volume of distribution, protein binding, renal function and drug metabolism which are altered in the elderly. The concept is to monitor dosing and to select the most therapeutically appropriate medications for that population.

**6.** **Compliance Dosing:** This edit is based on the opportunity of dosing a medication once a day vs. twice a day or decreasing the total number of tablets/capsules taken per day by using a higher strength while maintaining the same total daily medication dosing.

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| Related Documents |

**Parent Document:** [CALL 0049 Customer Care Internal and External Call Handling](https://policy.corp.cvscaremark.com/pnp/faces/DocRenderer?documentId=CALL-0049)

[Customer Care Abbreviations, Definitions, and Terms Index (017428)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c1f1028b-e42c-4b4f-a4cf-cc0b42c91606)

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