# PeopleSafe Evidence-Based Plan Design (EBPD)

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**Description:** Information about Evidence-based plan designs (EBPD) which help clients manage their overall health care costs by encouraging medication adherence among plan members. The clients offer incentives/rewards to members who take medication(s) that treat high-cost conditions and participate in designated health activities.

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| EBPD Types |

Clients may choose the specific drug classes or health conditions for medication adherence targeting. Although plan designs can be customized and tailored to fit the specific needs of each client, following are three main EBPD approaches:

**1. Therapy-based:** Offers a copay reduction or waiver for medications in certain therapeutic classes (chosen by the plan sponsor). For example, copays could be waived or reduced for medications used to treat diabetes or high blood pressure. The waiver/reduction can apply only to generic and/or preferred brand drugs or may apply to all drugs used to treat the condition.

**2. Compliance-based:** Offers a copay waiver or reduction to members who participate in designated health activities. These activities may include completing a health risk assessment or biometric screening, receiving pharmacist counseling, remaining adherent to medication or participating in a health/disease management program.

**3. Risk-based:** Offers enhanced benefits only to those members for whom medication compliance will likely lead to a positive outcome, according to medical evidence. For example, research shows that people who have had a heart attack should take certain medications to prevent a second heart attack and other complications. An EBPD plan might provide an incentive to these members to take their medications to help prevent serious complications that would be harmful to the member’s health and costly to the client.

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| EBPD Communications |

Member communications are offered to support therapy-based and compliance-based EBPD approaches and help drive improved adherence rates. Client specific letters may be sent proactively to members introducing the EBPD. Members can also access Caremark.com for helpful information about their specific prescription drug plan options. Caremark may or may not manage the EBPD programs.

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| Frequently Asked Questions and Answers |

### General Questions

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| **Question/Statement** | **Answer/Response** |
| **Why is my prescription copay waived or reduced?** | Icon - Conversation Your plan sponsor is offering a waived / reduced copay to help keep your prescription costs down so you may continue to take your medications exactly as your doctor prescribed. Taking your medication is important to your health – it may help you feel better and stay healthier longer.  **CCR:** Review the CIF. |
| **Why was my copay for this medication reduced while the copay for my other prescription was not?** | Icon - Conversation Your plan sponsor is offering reduced copays for certain medications that treat specific conditions. These conditions were chosen because medication therapy has been proven to be effective in managing them and reducing the likelihood of complications that can be harmful to your health. Because this program targets only the drugs used to treat those specific conditions, you will continue to pay your regular copay for other medications. |
| **For which drugs /conditions does the reduced copay apply?** | Icon - Conversation The reduced copay applies only for medications that treat specific conditions identified by your plan sponsor. I will be happy to check into that for you…  **CCR:** Review the CIF. |
| **What do I need to do to get reduced copay?** | **For therapy-based plan**:  Icon - Conversation You must be taking medication to treat one of the specific conditions your plan sponsor has identified for the reduced copay. If so, you do not need to do anything. You will pay the reduced copay each time you get a prescription refill.  **For compliance-based plan**:  **CCR:** Review the CIF for eligibility criteria.  Icon - Conversation You must be taking medication to treat one of the specific conditions your plan sponsor has identified for the reduced copay. If so, all you need to do is <eligibility criteria> and you will pay a reduced copay\* for your prescription. |

**Copay is Waived**

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| **Question/Statement** | **Answer/Response** |
| **How long will my copay be waived?** | **If copays are waived indefinitely**:  Icon - Conversation Your copays are waived for as long as your plan sponsor continues to offer this program.  **CCR:** Review the CIF. |
| **I received a free prescription last month but was charged my regular copay this month. Why?** | Icon - Conversation This can be a temporary program that is based on meeting set requirements. In some cases, we may be dependent on information that is received from an outside party.  **CCR:** Review the CIF. |

### Compliance-Based Plan Questions

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| **Question/Statement** | **Answer/Response** |
| **How much can I save if I complete the required step?** | Icon - Conversation I will be happy to check on that for you…  **CCR:** Review the CIF. |
| **Can you tell me about the AccordantCare / Alere/ external health management program?** | If AccordantCare is the provider, transfer the call to Accordant**.**  Refer to [Health Engagement Engine (HEE) – View Opportunities (022708)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c2732a43-0453-4dab-a245-537dbe97d1e0).  **If external provider**:  Icon - Conversation I am sorry but I do not have information about the health management program offered under your benefit plan. Please contact your benefits administrator for more information. |
| **How can a CCR determine if the member is enrolled?** | Refer to the **Plan Benefit Override** tab in PeopleSafe, to determine that there is an override that starts with EBPD.  Look for an expiration date and notify the member that they will need to re-enroll before that date.  **CCR:** Review the CIF. |

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| Related Documents |

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

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

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