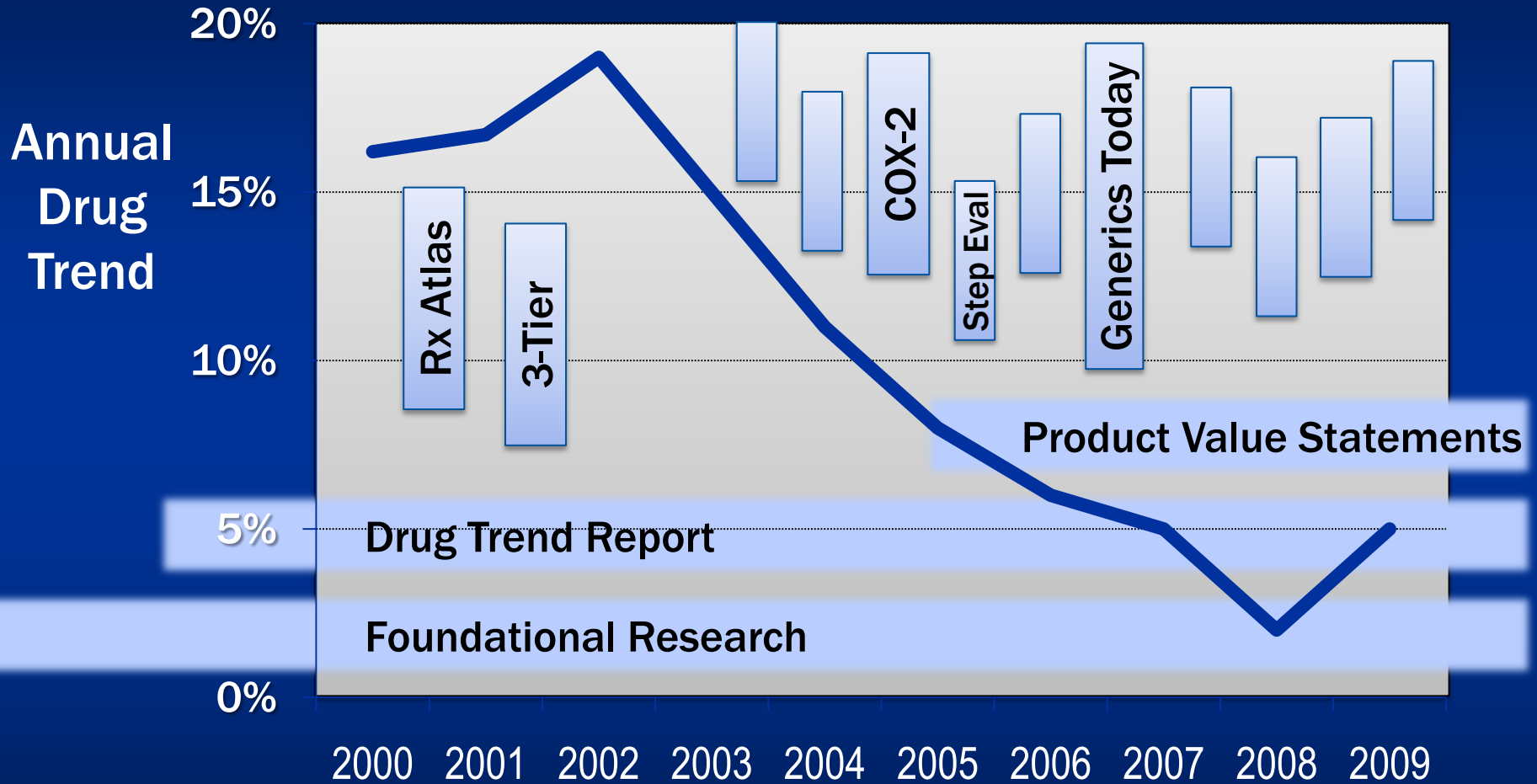




Top Three Lessons From the Past Decade

Emily Cox, RPh, PhD
Vice President, Research

A Spectacular Decade for Learning



Express Scripts Commercial Clients, Traditional Drug Trend

Outcomes Conference 2010



Three Key Lessons

1. Evidence matters

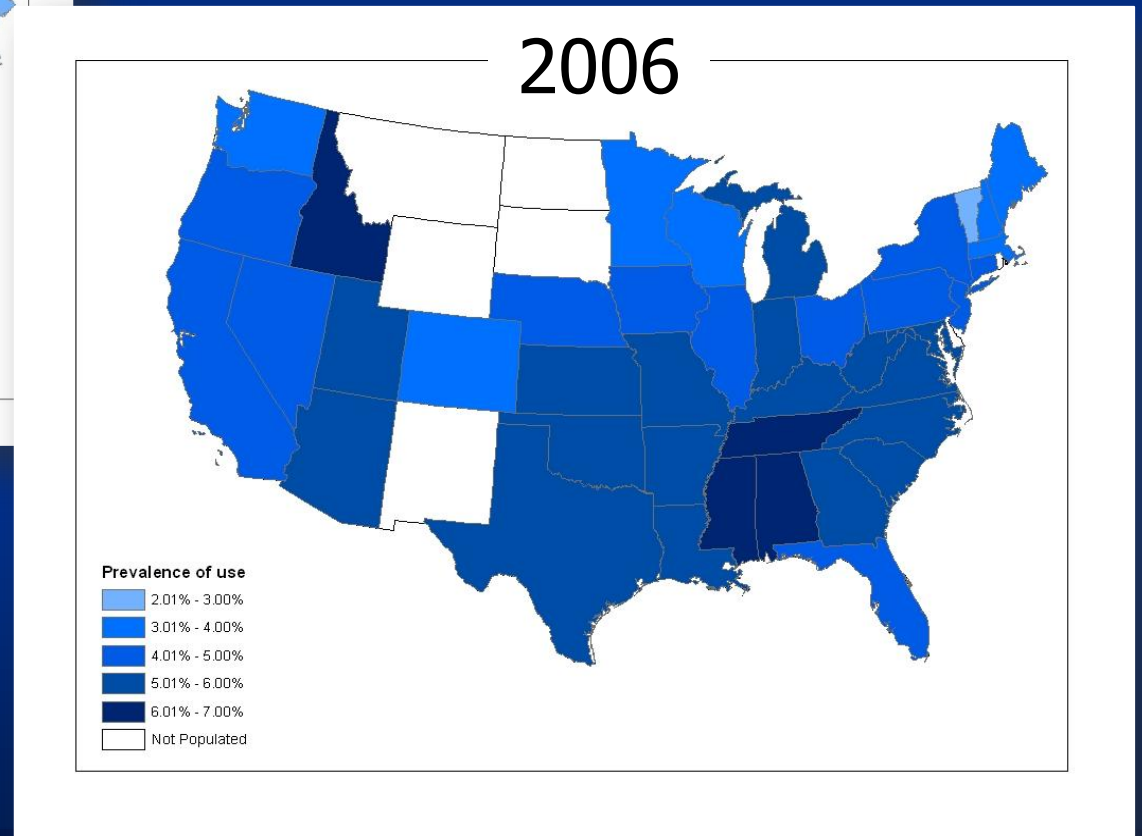
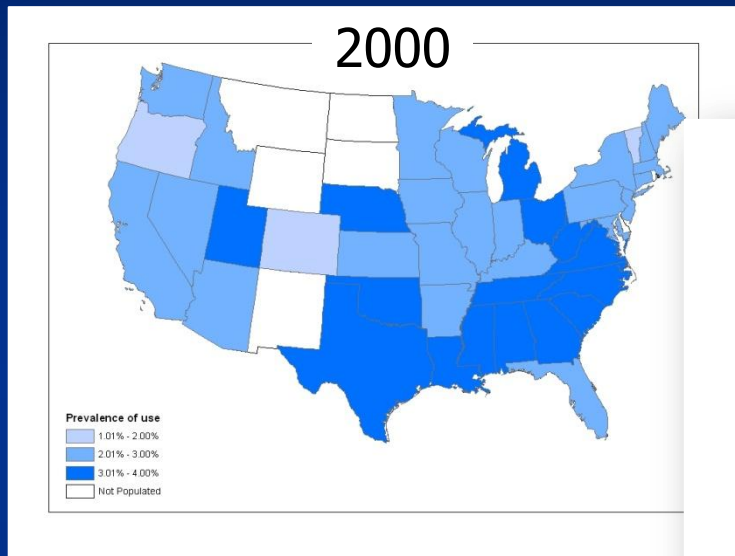
2. Alignment matters

3. Behavior matters

A Decade of Our Evidence Drives Your Decisions Today



High Level of Variation by State Anti-Diabetic Medications

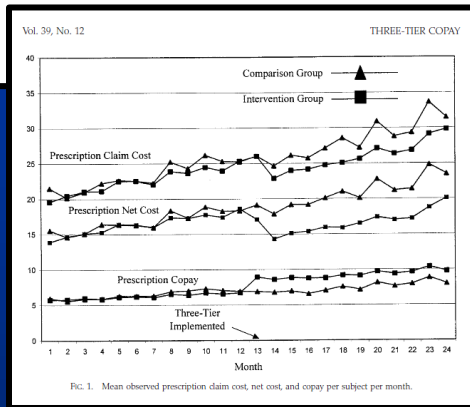


3-Tier Copays Reduce Costs Without Compromising Outcomes

2001

MEDICAL CARE
Volume 39, Number 12, pp 1293-1304
©2001 Lippincott Williams & Wilkins, Inc.

Effect of a Three-Tier Prescription Copay on Pharmaceutical and Other Medical Utilization



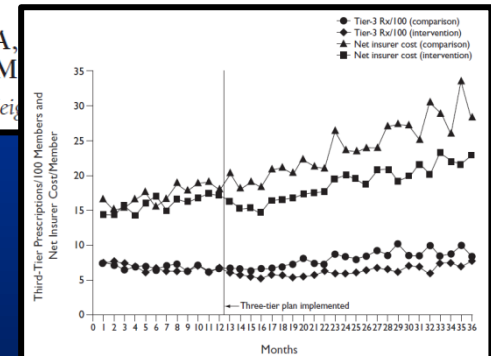
KATHLEEN A. FAIRMAN, MA

2003

CLINICAL THERAPEUTICS® / VOL. 25, No. 12, 2003

Retrospective, Long-Term Follow-Up Study of the Effect of a Three-Tier Prescription Drug Copayment System on Pharmaceutical and Other Medical Utilization and Costs

Kathleen A. Fairman, MA,
Rochelle R. Henderson, M
Express Scripts, Inc., Maryland Heights, MO



and

Motheral B. Med Care. 2001 Dec;39(12):1293-1304.

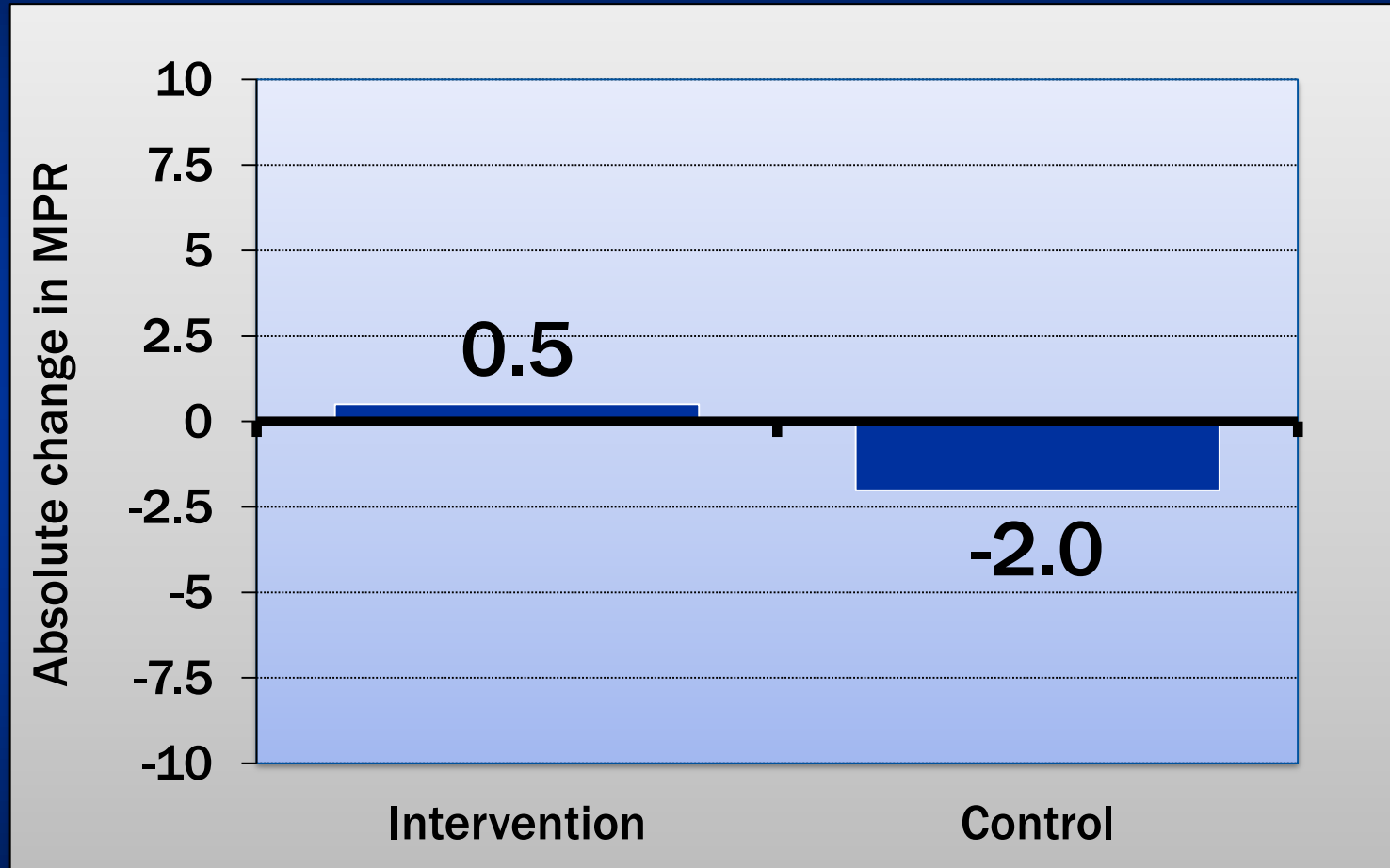
Fairman KA. Clinical Therapeutics. 2003;25(12):3147-3161.

Outcomes Conference 2010



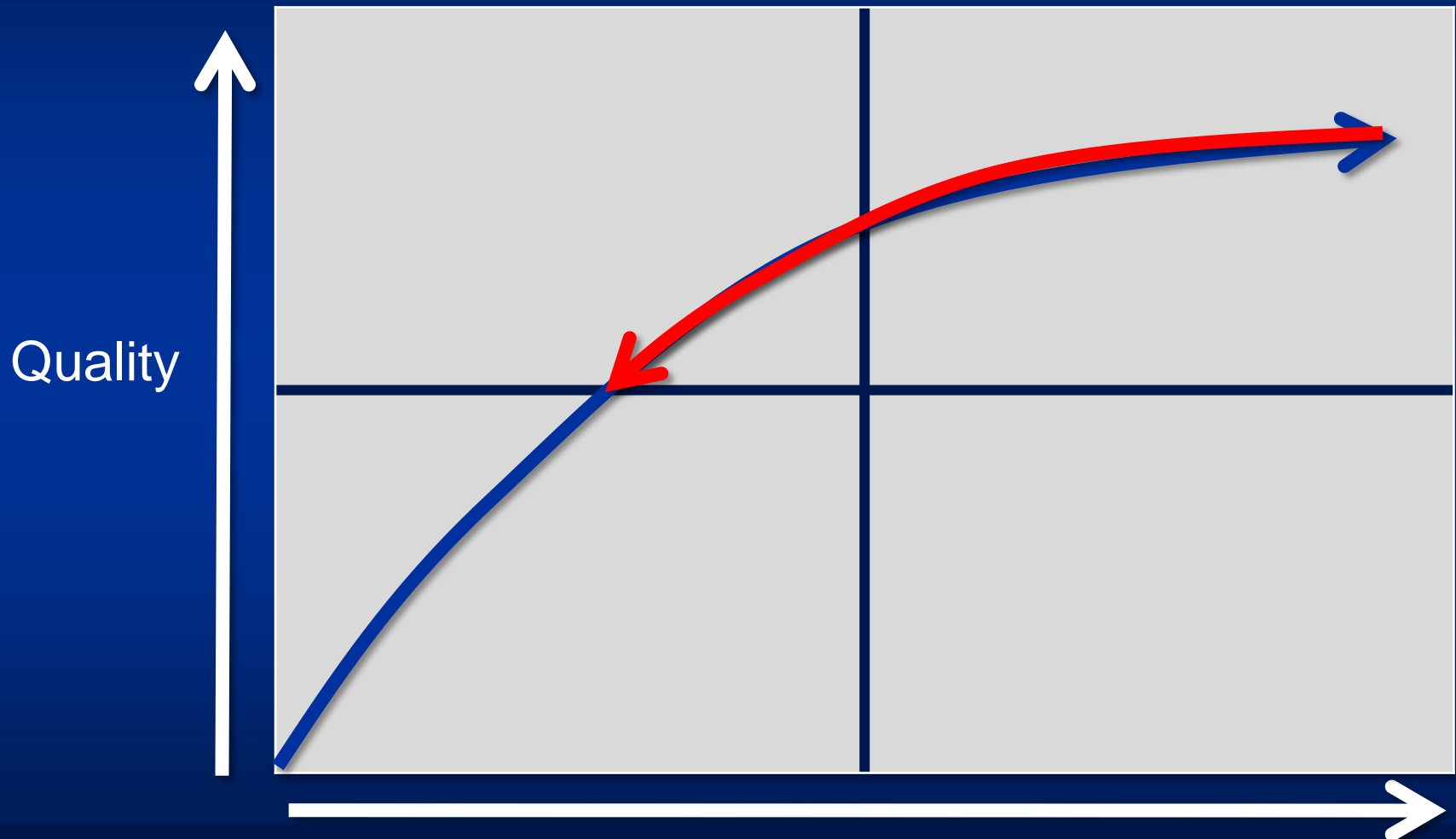
2008: Lowering Copays

Only Modestly Increases Adherence



Sedjo RL, Cox ER. *Am J Manag Care*. 2008;14(12):813-18.

Is There a Cost - Quality Trade-off in Health Care?



2010: The Safety of Generic Anti-Epileptic Drugs

CMRO

Current Medical Research & Opinion Vol. 26, No. 2, 2010, 455-463

0300-7995

Article 5328/449286

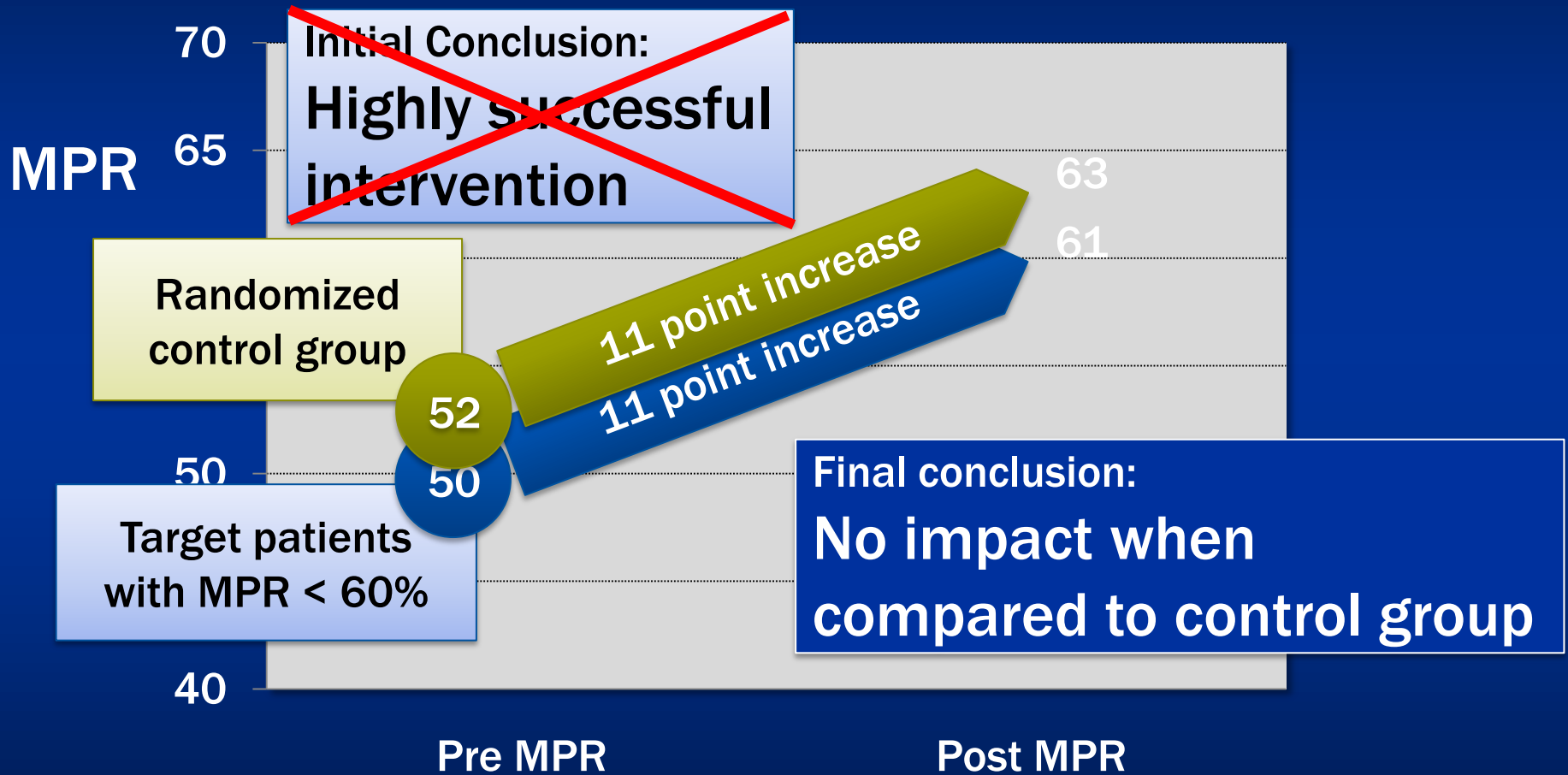
doi:10.1185/03007990903488704

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Original article

Acute epilepsy exacerbations in patients
switched between A-rated anti-epileptic drugs

Good Evidence Needs Good Methods



For Better Insights, Demand Good Evidence

Three Simple Questions to Ask When Evaluating Program Effectiveness

- How did they control for natural transitions (e.g., regression to the mean)?
- Was the control group comparable?
- Were program costs included?

Three Key Lessons

1. Evidence matters

2. Alignment matters

3. Behavior matters

Three Key Lessons

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PHARMACY

CLASSICS

BEST-SELLERS

NEW RELEASES



Newer Can Be Better



Outcomes Conference 2010

Newer Isn't Always Better



Radiology

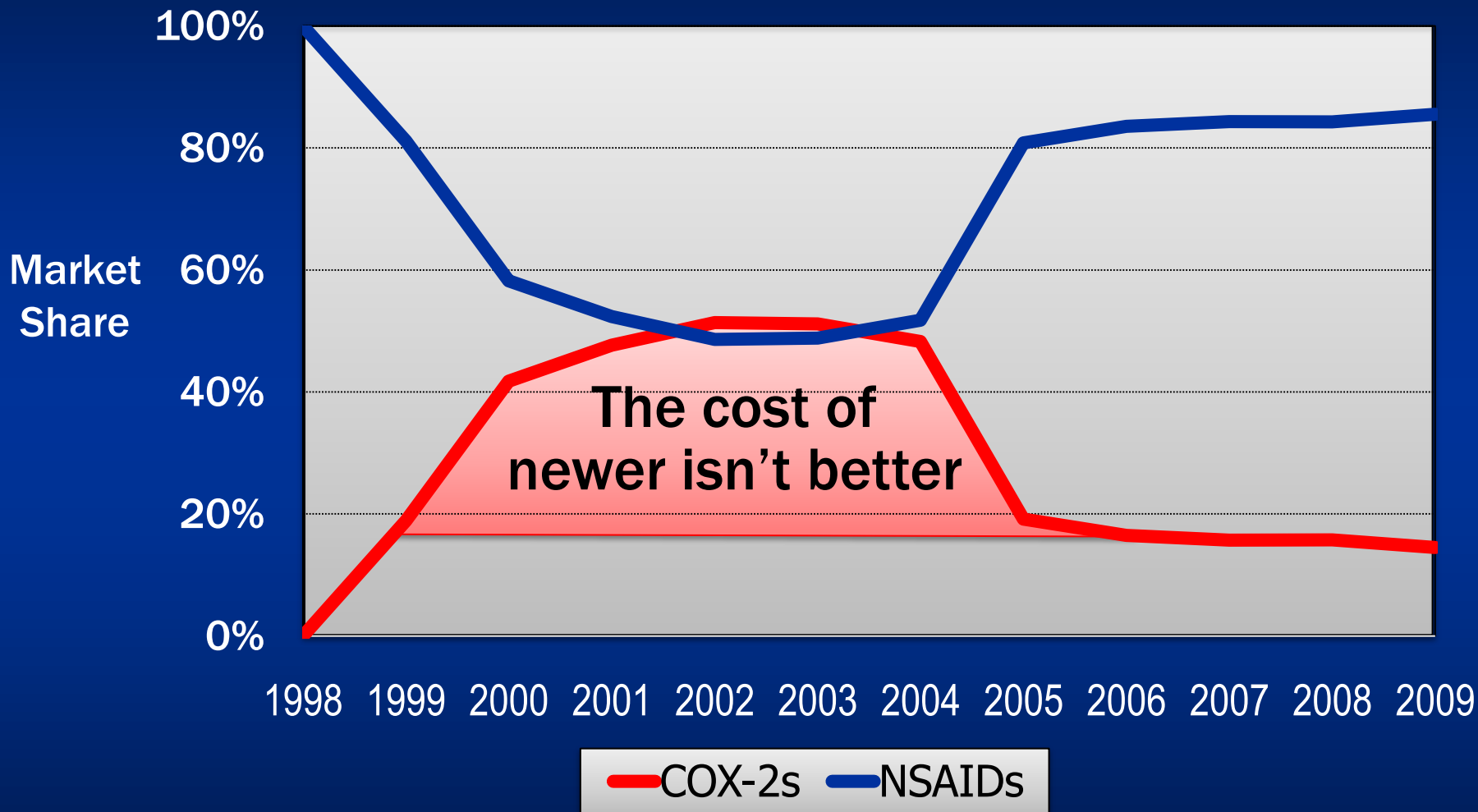


Coronary CT Scans

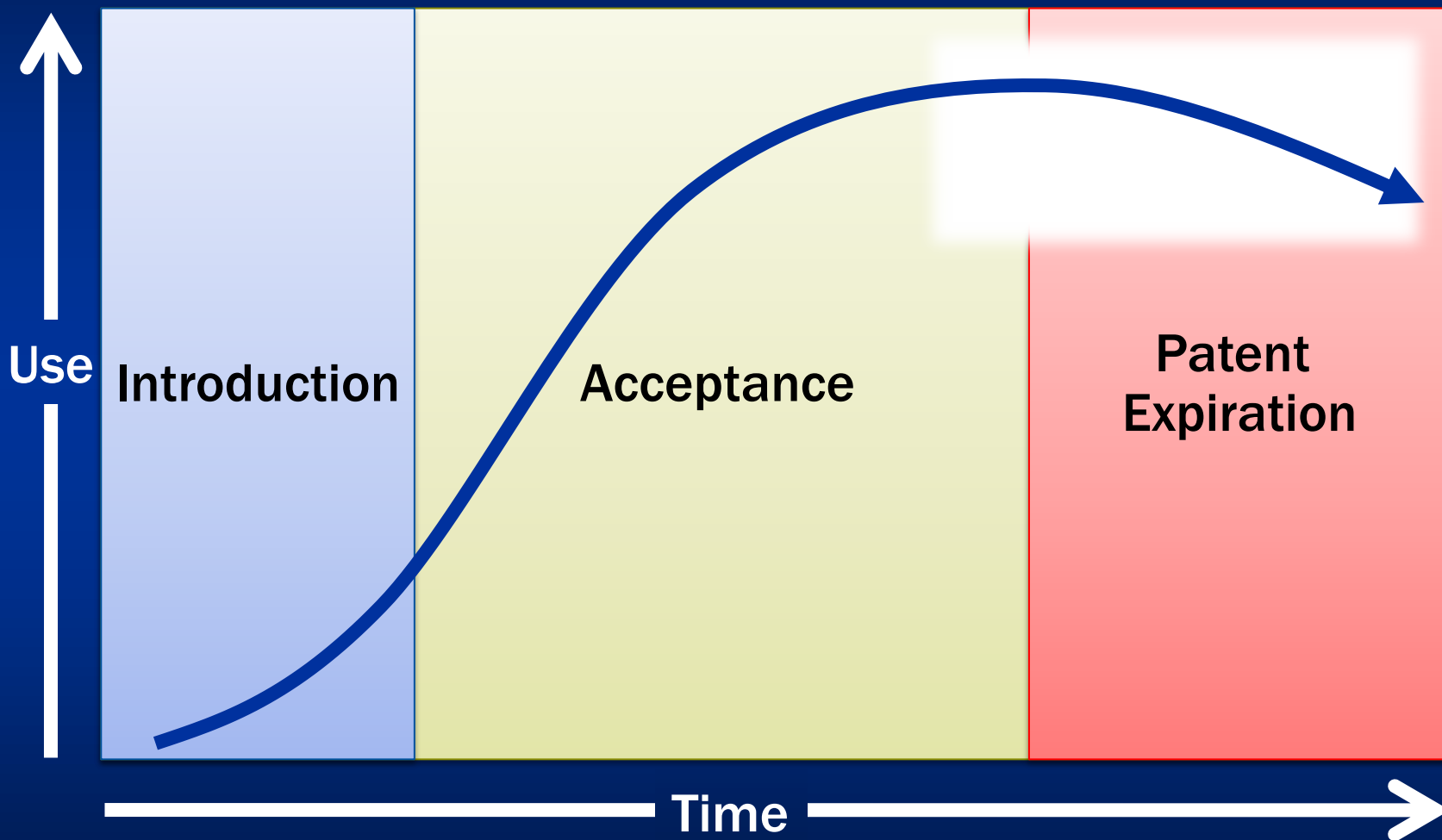


Bone Marrow Transplant for Metastatic Breast Cancer

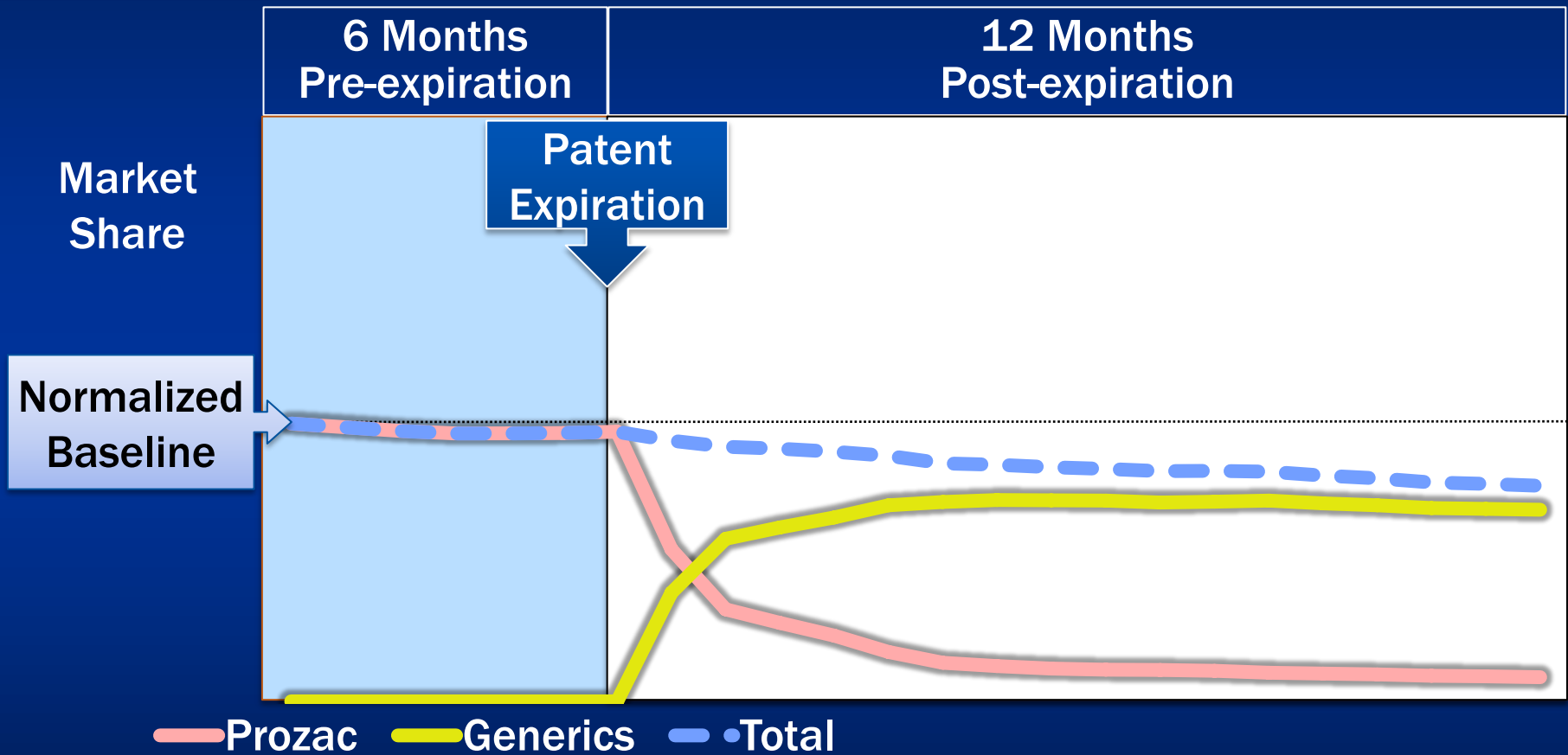
Newer Often Looks Great at First



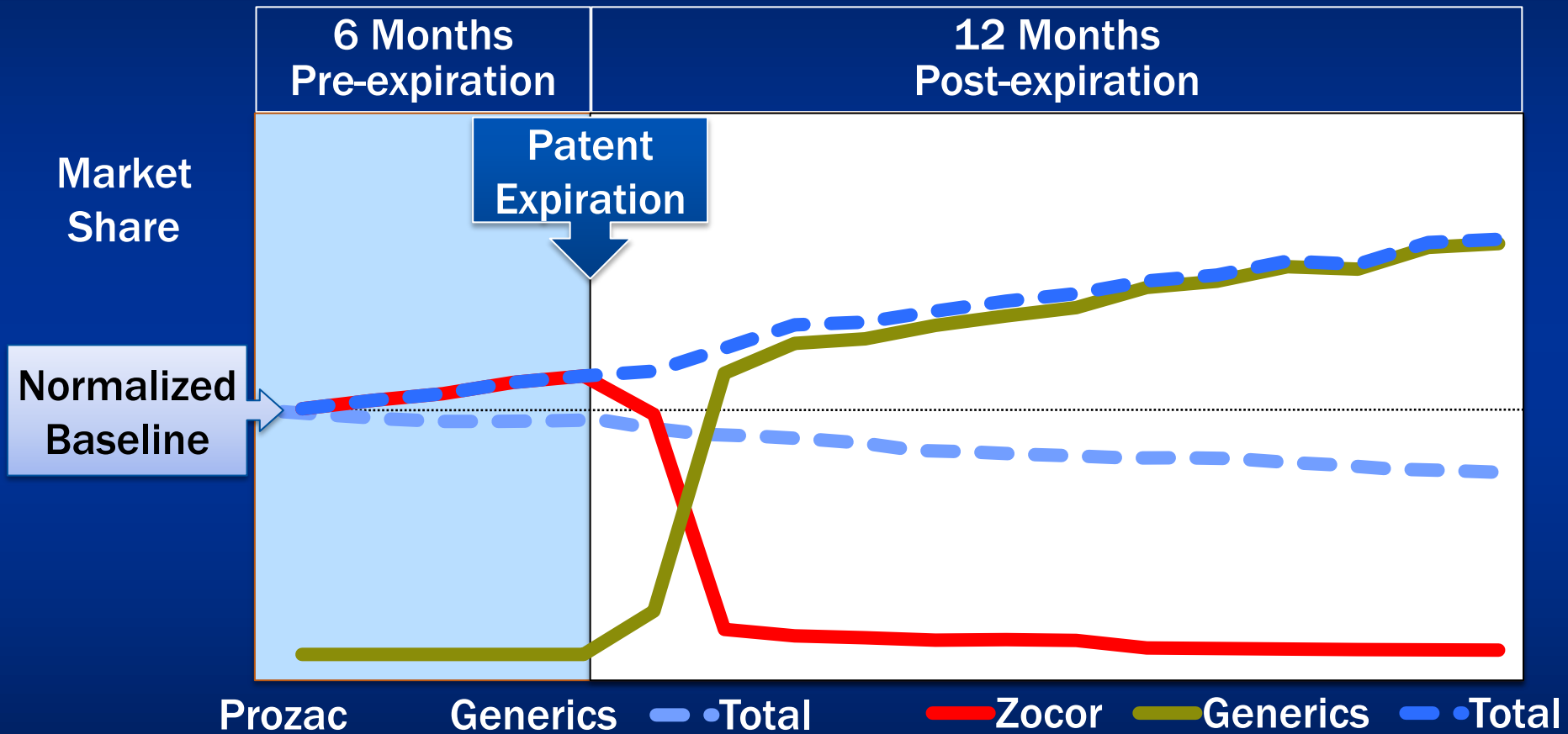
Pharmaceutical Product Life Cycle



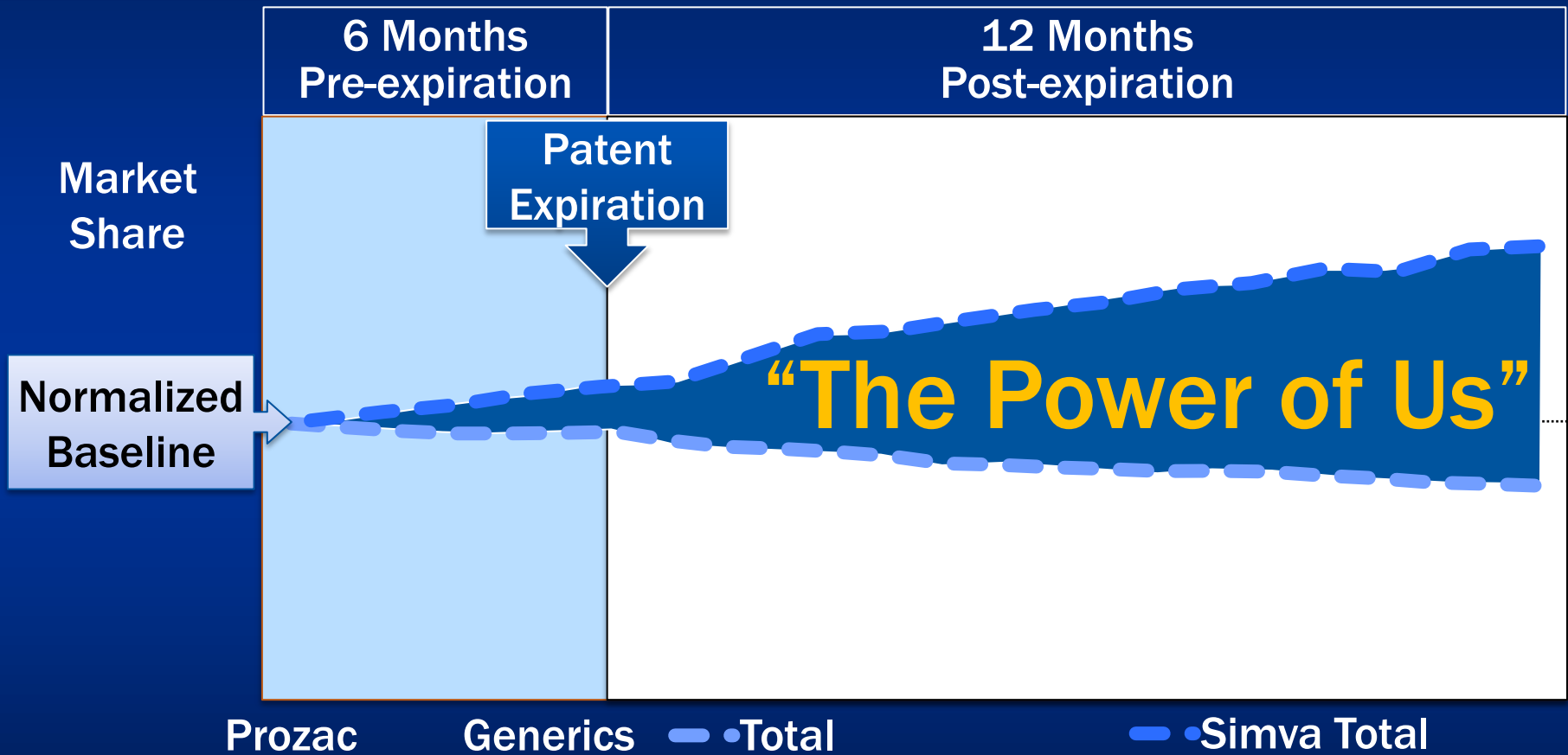
The Pharmaceutical Landscape Early 2000



The Pharmaceutical Landscape Today



The Pharmaceutical Landscape Today



Three Key Lessons

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3. Behavior matters

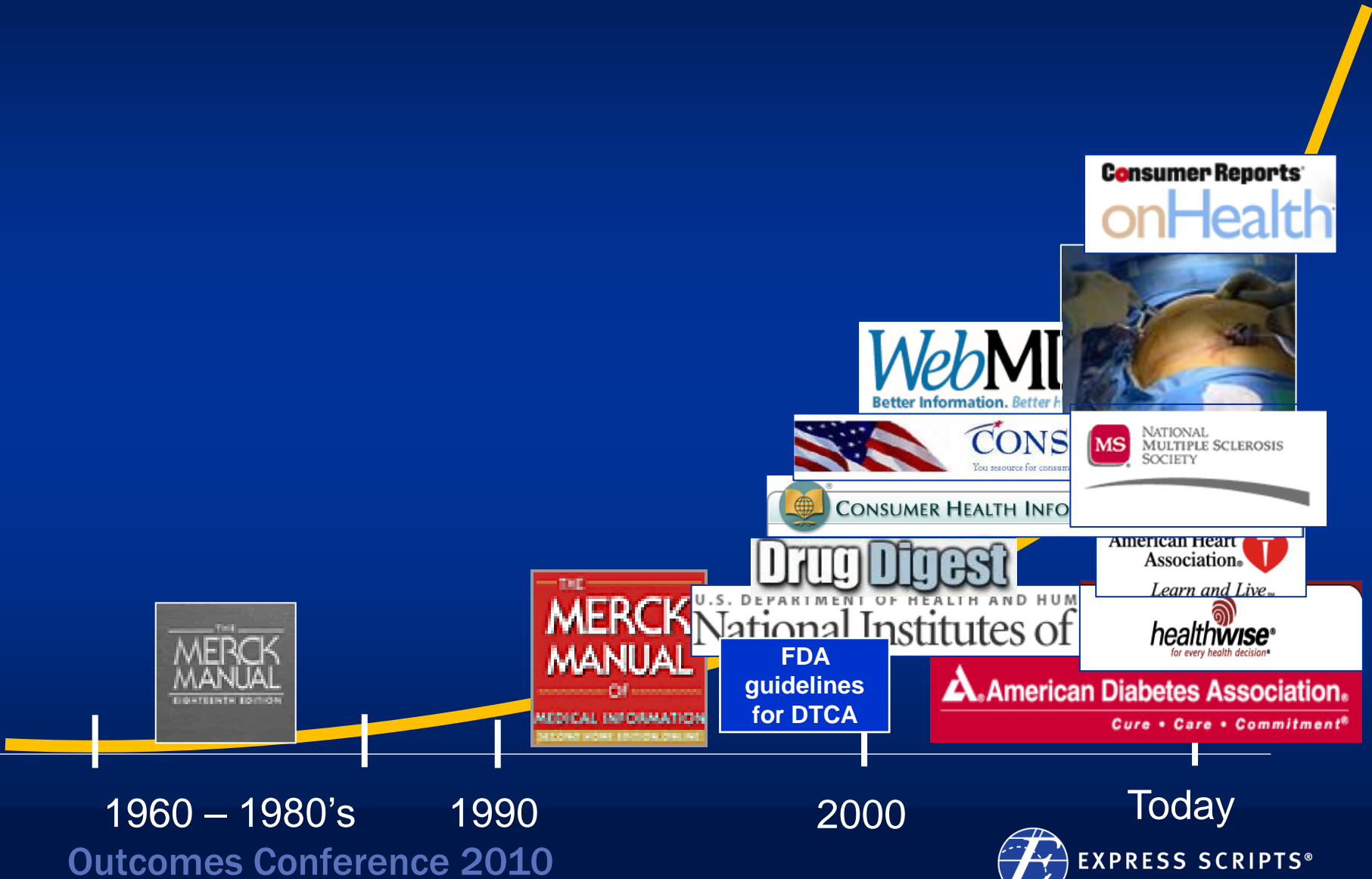
Three Key Lessons

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Growth in Consumer Health Information

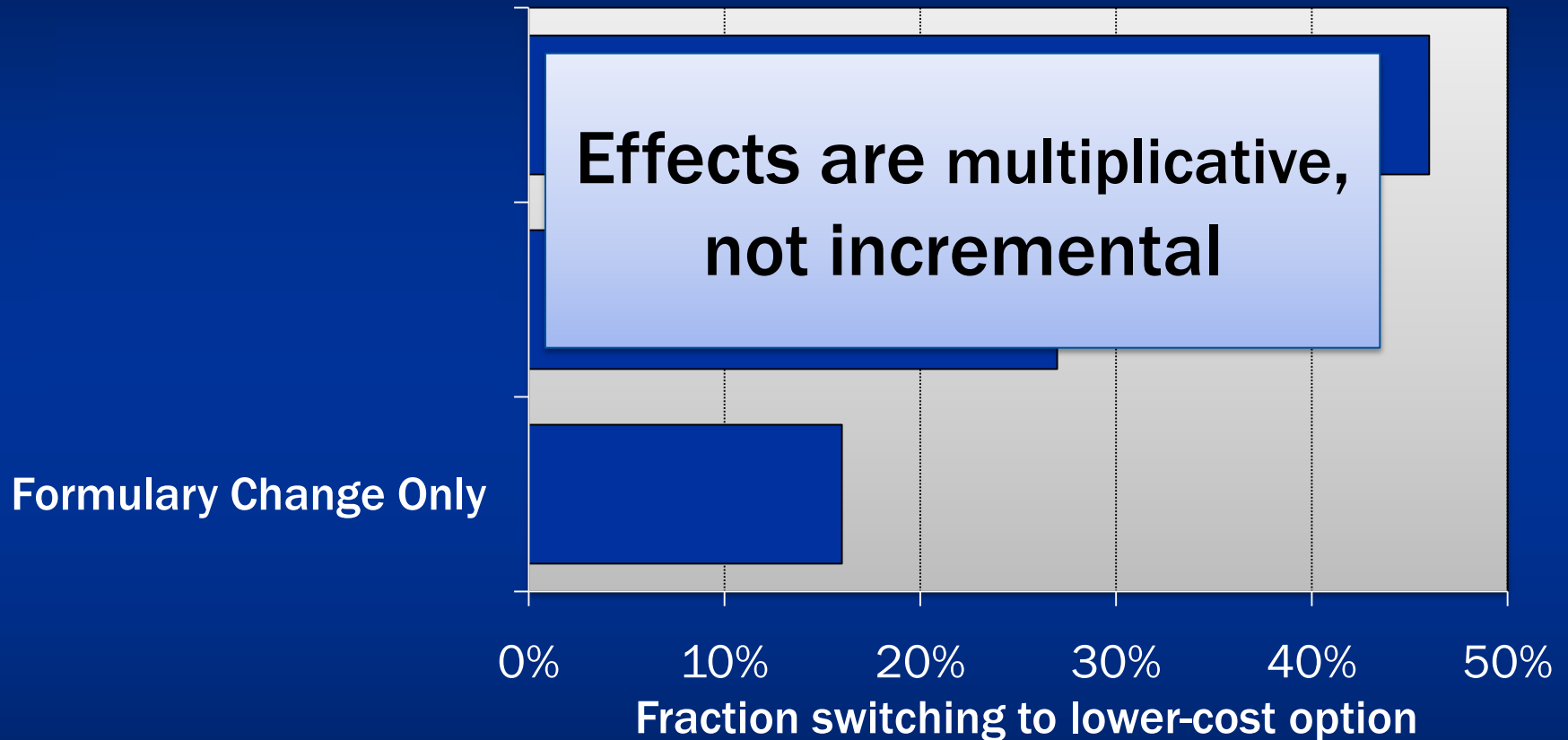


The Evolution from Patient to Health Care Consumer

What's Changing	Patient	Consumer
Decision making	Passive	Active
Role of physician	Paternalistic	Advisor
View of medical treatment	“Leave it to the pros”	“What are my options?”
Source of Information	Professionals	Seekers

Moving to a New Normal

The effects of framed communication and distribution channel



What Will Lead Us to Optimal Outcomes at the Lowest Cost?

The last mile in better health outcomes

~~More medical technology delivered with greater delivery intensity?~~

Our ability to influence behavior

Better Insights Provide Better Value

Evidence matters

- Financial incentives work...but limited
- You don't have to give up quality to save money
- How you measure matters

Alignment matters

- Newer isn't always better
- The Power of Us

Behavior matters

- Influencing change requires a new way of thinking