

## Personalized Rx Counselor

Almost a quarter of all Americans use at least three prescription medications, and twice that many use at least one prescription.<sup>1</sup> And with any medication comes potential for an adverse event — an injury resulting from medical intervention related to a drug — and related consequences and costs, including:



**1 million** emergency department visits each year<sup>2</sup>



**21 billion** in preventable medication error costs<sup>3</sup>

The OptumRx® Personalized Rx Counselor program helps plan sponsors identify, educate, monitor and coordinate care for members who may be at risk for an adverse drug event or who may benefit from medication counseling.

### Precision targeting

Our rules engine monitors daily claims to identify opportunities for medication optimization, case management or other interventions, especially for people with the most complex conditions. This precision enables:



Personalized member consultations on condition management, medication use, and healthy diet and exercise from board-certified clinical pharmacists



Remote or on-site consultations



Coordinated care offered at retail network locations via our integrated delivery channel, the OptumRx MedMonitor web portal

### Flexible options

Personalized Rx Counselor is available in three tiers:

#### 1. On demand: Member-initiated outreach



- Convenient self-service option
- On-demand consultations
- Care management support based on member preference

#### 2. Standard: Flexible and data-driven outreach



- Turnkey solution that appeals to most clients
- Annual or quarterly consultations
- Data-driven member targeting
- Automated enrollment communication

#### 3. Enhanced: Comprehensive engagement



- Comprehensive medication review, with pharmacists taking time to listen and understand each member's needs
- Flexibility for members to talk with a pharmacist in their preferred setting — in person or by phone
- Standard capabilities plus on-demand

## Proven results

Preventing adverse drug events is a proactive way to help members avoid health complications and the costs that go with them. Personalized Rx Counselor is making a difference:

**>40%** member engagement rate among members of commercial plans<sup>4</sup>      **6.2** medication concerns addressed per member on average<sup>5</sup>

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Contact your OptumRx representative or email us at [optumrx@optum.com](mailto:optumrx@optum.com) to see how Personalized Rx Counselor can help your population optimize medication use for better outcomes and lower overall health care costs.

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1. Centers for Disease Control and Prevention. Therapeutic Drug Use. <https://www.cdc.gov/nchs/fastats/drug-use-therapeutic.htm>. Page last reviewed April 13, 2020. Accessed August 26, 2020.
2. U.S. Department of Health and Human Services. Adverse Drug Events. [health.gov/hcq/ade.asp](https://www.hhs.gov/hcq/ade.asp). Page last updated February 5, 2020. Accessed July 28, 2020.
3. New England Health Institute. Preventing Medication Errors: A \$21 Billion Opportunity. [https://www.nehi.net/bendthecurve/sup/documents/Medication\\_Errors\\_%20Brief.pdf](https://www.nehi.net/bendthecurve/sup/documents/Medication_Errors_%20Brief.pdf). Accessed July 28, 2020.
4. OptumRx. All non-Medicare members based on 2019 book of business data that received a comprehensive medication review (CMR) consultation.
5. OptumRx. Medication concerns defined as combination of drug therapy problems sent to provider and medication action plans to the member. Internal system data from January and February 2020.



OptumRx is a pharmacy care services company helping clients and more than 59 million members achieve better health outcomes and lower overall costs through innovative prescription drug benefits services.

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