



National Employer Initiative on Specialty Drugs

Employer Focused, Employer Driven



Plan Member Education Strategy

As your covered employees and their family members confront treatment decisions related to a complex or life-threatening disease or condition, helpful, timely and accurate information and access to resources are important. This is particularly true when they are prescribed medications from complex world of specialty pharmacy or biopharmaceuticals (biologics) are prescribed. This consumer education strategy, below, offers tools, resources and implementation ideas designed to support your efforts to educate your employees and plan members.

Objectives

- To increase awareness and understanding of specialty pharmacy and biologics
- To provide useful tips on how to more successfully manage complex conditions when specialty pharmacy and biologics are involved
- To integrate tools and resources about specialty pharmacy and biologics into existing health benefit communications

Tools & Resources

The strategy includes the following elements:

- Employer and Plan Member Frequently Asked Questions (FAQs)
 - What are specialty drugs and why are they important?
 - How are they different from conventional drugs?
 - Which diseases respond well to specialty drugs?
 - Why do they cost more?
 - What type of assistance is available?
 - Who should be on your health care team to support members and the plan?
 - Why is it important for those prescribed these class of drugs to follow their doctor's treatment plan?
 - What can a patient or family member do to support someone taking these medications?
 - How can those prescribed these medications most effectively use their prescription drug benefit?

- Newsletter Articles – four articles reinforce the key messages from the FAQs and can be sequenced to expand the overall message over time. Links to each article in various formats are listed on the prior Checklists & TipSheets page. Titles include:
 - Specialty Drugs: The Basics
 - Understanding Your Pharmacy Benefits: FAQs
 - It Takes a Team
 - Take Control and Take Action

Implementation Ideas

The FAQs and articles can be used in electronic and printed formats as-is or personalized with your company logo and use of the photos in the image library. Use communication channels already in place to build awareness about specialty drugs and educate employees and plan members about their use.

- Distribute the brochure at annual events like screenings, health/wellness/benefits fairs and safety events
- Publish articles in existing employee newsletters
- Use the FAQs and newsletter copy on the company intranet or other web site
- Place the FAQs and articles in spaces where employees spend free time, such as cafeterias, break rooms and restrooms
- Work with your Pharmacy Benefits Manager to have them send the FAQs and articles to each member who is currently utilizing a specialty drug during a given time period and every newly utilizing member thereafter
- Integrate the FAQs and articles into other benefit offerings where discussions on Specialty Pharmacy and biologics may occur (consider your medical plan vendor/partners, EAP, Disability vendor/partners, etc).

Measurement

To measure the success of the initiative with employees, consider including a scan code/ electronic link to a short survey at the end of each article or offering a survey at a later date. Understanding the impact can help you to:

- Test the value of the message
- Determine if the message was understood
- Identify if anything new was learned
- Understand how the employee might use the information

Try these tactics to incentivize employees and plan members to complete the survey:

- Embed a “find it” picture of an object, place, person or animal or the name of a well-known person in the article and include a question in the survey concerning the embedded item.
- Use a random drawing format by selecting a correct answer winner to receive a prize of nominal (non-taxable) value.
- Include “I Won!” wording on the prize to attract the curiosity of other employees (backpacks, lunch coolers, hats, tee-shirts, planners, etc.)
- Consider offering co-pay or co-insurance reductions for those participating.

