

# Lowering costs by closing gaps in care

Focusing on prevention  
for high-acuity members



## 90-day implementation timeline

### Summary

A regional health plan sought a consultative, customized solution to lower health care costs for its high-acuity members.

### Objectives

- Use a patient-first approach to improve management of high-acuity members
- Facilitate behavior change through increased member engagement
- Optimize site of care
- Advance health equity within population
- Leverage pharmacist interventions for targeted members

### Solution



**Share data** and leverage CVS Health's advanced analytics capabilities to identify specific conditions as areas for focus and intervention using medical and pharmacy claims data



**Deliver preventive screening messaging** to at-risk populations based on client-specific ZIP codes



**Leverage CVS Health's digital channels** and retail footprint, especially HealthHUBs, with 32 locations identified



**Effect positive behavior change** around site of care through targeted outreach



### Results

Improved member decisions about lower-cost, in-network sites of care

Increased screenings and preventive care

Improved data sharing and more comprehensive data reporting

Lower medical costs, improved health outcomes

### About CVS Caremark

Health plans and employers continue to choose CVS Caremark as their trusted partner to maximize pharmacy savings while improving health outcomes and experience. As a Pharmacy Benefits Manager, our focus is on engaging members and their providers throughout the duration of therapy to create actionable insights for more opportunities to lower costs and improve care.

As a part of CVS Health, we provide members with a broad array of pharmacy access and care options, in the way they prefer — including in-person support at more than 9,000 CVS retail stores and retail clinics, virtual visits and home infusion services. We've committed to making sure that **healthier happens together**.

Learn more about our innovative approaches at [business.caremark.com](https://business.caremark.com).