

## Case Study

# High-Risk to High Performance: How One Plan Drove Double Digit Adherence Gains

*The solution that boosted adherence by 33% for a regional health plan*

### ■ **The Challenge:** Improve Medication Adherence in the Highest-Risk Members

A southeastern regional health plan faced a persistent challenge: engaging its highest-risk, hardest-to-reach members managing chronic conditions like diabetes and cardiovascular disease.

These members were at significant risk of nonadherence to essential medications, including diabetes therapies, renin-angiotensin system (RAS) inhibitors and statins.

The plan needed a more targeted, scalable approach—one that could identify the right members, reach them in meaningful ways and address the real-world barriers preventing them from staying on track.

### ■ **The Solution:** A Smarter, More Personalized Approach

To address these challenges, the plan partnered with AdhereHealth to implement a comprehensive adherence strategy and improve performance.

Using **predictive analytics**, AdhereHealth prioritized outreach based on each member's likelihood of nonadherence—ensuring the highest-risk individuals received timely, focused support ahead of lower-risk populations.

Members were engaged through **omnichannel outreach**, including coordinated communications with members, their providers and pharmacists, as well as text messaging, digital touchpoints and live calls—enabling AdhereHealth to meet them where they are with convenient, accessible interactions.

### Results at a Glance

- **+7** percentage points better YoY in RAS adherence
- **+13** percentage points better YoY in statin adherence
- **33%** relative lift among engaged members in a single year

At the core of this approach was a combination of **clinical expertise and behavioral science**. Adherence Care Navigators worked directly with members to uncover and address key barriers to adherence, including but not limited to cost concerns, confusion about medications, or access challenges. These conversations were designed not only to inform, but to motivate and sustain meaningful behavior change.



In parallel, **AdhereHealth coordinated with members' providers and pharmacists** to align treatment plans and support adherence. By strengthening communication across members' care teams, the program reinforced medication adherence from multiple angles and created a more connected support system for members.

## ■ The Results: Meaningful Adherence Improvements

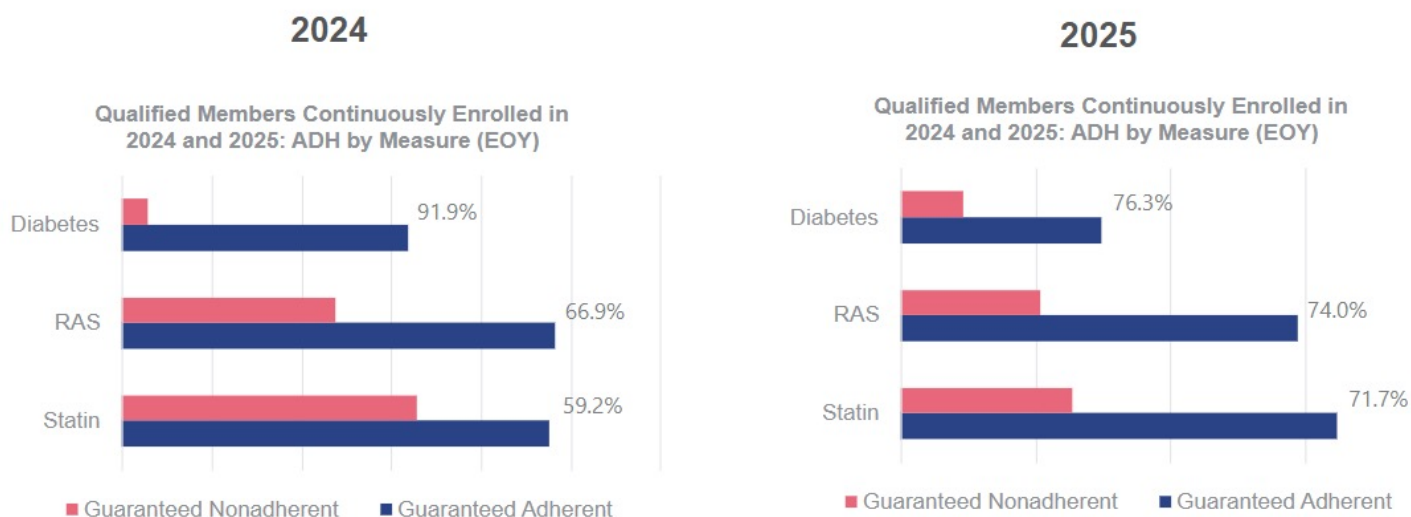
This targeted, coordinated approach delivered meaningful improvements in both engagement and adherence.

### Adherence improved significantly year over year:

- Statin adherence increased by 13 percentage points
- RAS antagonist adherence increased by 7 percentage points

### Engagement proved to be the key driver of success:

- Members who engaged were 15.3 percentage points more likely to be adherent by year-end (61.5% vs. 46.2%)
- This represents a 33% relative lift in adherence among engaged members



## ■ The Impact: Progress Where it Matters Most

Improving adherence among high-risk members required more than increased outreach—it required precision, personalization and persistence.

By combining predictive analytics, clinical expertise, behavioral science and coordinated care team support, the plan transformed how it connected with its most vulnerable members.

The result was not only improved medication adherence, but a more scalable and effective model for closing care gaps, supporting better health outcomes and strengthening long-term quality performance.