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**NEW INITIATIVES WILL HELP BENEFICIARIES WITH HIV  
ADHERE TO DRUG REGIMEN**

*MemberHealth's CCRx Medicare Part D Plan  
focused on improving patient safety, health*

**CLEVELAND** – MemberHealth's CCRx Medicare Part D Prescription Drug Plan is collaborating with beneficiaries who have HIV and their doctors to ensure the beneficiaries take their antiretroviral medicines correctly – every day.

Antiretroviral drugs inhibit the replication of HIV and help keep people with HIV healthy. For antiretroviral medicines to be effective against HIV, they must be taken correctly at least 95 percent of the time.

Yet, people with HIV stray from their antiretroviral drug therapy for many reasons, including cost, the complicated nature of dosing regimens, side effects of the medicines, and lack of awareness about the medicines' effectiveness, said Sam Rajan, a registered pharmacist and vice president of Clinical Operations at MemberHealth. MemberHealth is a prescription benefits manager and sponsor of CCRx, one of the nation's largest Medicare Part D Prescription Drug Plans.

“For HIV/AIDS care to be effective, antiretroviral medicines must be taken consistently. Even the slightest change in the way these medicines are taken can prevent people with HIV from staying physically and mentally healthy,” Rajan said. “We want to encourage physicians, pharmacists and beneficiaries to discuss why beneficiaries may not be taking their antiretroviral drugs correctly and to remove barriers to doing so. We believe these open conversations will help improve healthcare for our beneficiaries.”

To help beneficiaries adhere to their HIV antiretroviral regimen, CCRx is taking a three-pronged approach.

- First, CCRx sends letters to beneficiaries and their doctors about medicines available on the CCRx formulary that may be interchangeable – they work the same but cost the beneficiary less money.

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- Second, CCRx pays pharmacists to conduct face-to-face Welcome to CCRx Medication Reviews with beneficiaries who are new to the plan. During these sessions, pharmacists help beneficiaries lower their prescription drug costs either through substituting suitable alternative medications or by discontinuing unnecessary medication. By helping patients save on their prescriptions, CCRx hopes they will be better able to always take their medication as prescribed.
- Third, CCRx analyzes claims information to detect gaps in prescription refills to determine how well beneficiaries adhere to HIV therapy. CCRx uses this information to alert physicians through a letter to potential non-adherence. CCRx hopes that this information will spur patient-physician dialogue to determine why beneficiaries are not adhering to their drug regimens.

Dr. Ira Leviton, director of the Inpatient Infectious Diseases Consultation Service at Montefiore Hospital in New York City, said CCRx's adherence program gives doctors an extra tool to use when treating patients.

"The letters CCRx is sending to physicians are a simple means of giving quantifiable information to doctors about their patients' compliance," Dr. Leviton said. "Now doctors can know how often their patients are compliant. When taking care of patients, we all rely on impressions and observations because real-life data are hard to get. But this information is data, and it's simple and useful."

CCRx will roll out similar adherence initiatives in 2007 for beneficiaries who take antipsychotics, bisphosphonates, antidepressants, antihypertensives, antihyperglycemics, antiepileptics, and asthma medicines.

**About MemberHealth:** MemberHealth, Inc. (MHRx) is a leading prescription benefits manager and national Medicare Part D Prescription Drug Plan sponsor, offering Medicare prescription drug plans in 50 states, District of Columbia, Puerto Rico and the U.S. Virgin Islands. MHRx has more than 61,000 pharmacies in its pharmacy network and covers 98 percent of the top 100 medications taken by Medicare beneficiaries.

MHRx established its reputation as a visionary provider of prescription drug benefits for insured and self-insured groups and discount prescription programs across the country, by focusing on strengthening the relationships between patients, their pharmacists and physicians, which ensures that patients can take medicines with confidence and save money.

In 2006, MHRx was ranked #10 on the Inc. 500 list of fastest-growing, privately held companies in the country. MHRx received the Weatherhead 100 Centurion Award in 2006, honoring the fastest-growing Northeast Ohio companies with net sales of more than \$100 million in 2005. For more information, visit [www.mhrx.com](http://www.mhrx.com) or [www.communitycarerx.com](http://www.communitycarerx.com).

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