

# ENHANCED RXTARGET™ PROGRAM: NEW ADHERENCE TOOL

## D A R W I N RxTarget

### Redesigned pharmacy incentive initiative aims to increase adherence, improve health outcomes, and boost Star Ratings

Most consumers see their pharmacists more regularly than any other healthcare provider. However, pharmacies don't always have access to the tools they need to accurately monitor their members' adherence--let alone help improve it.

That's why Abarca created RxTarget™--a pay-for-performance initiative for pharmacies that has been proven to extend the adherence curve. Powered by Darwin, Abarca's smarter PBM platform, this program gives pharmacists the tools and technology they need to keep up with the health of its member in real-time, while at the same time helping health plans improve their CMS Star Ratings.

### The RxTarget™ Program

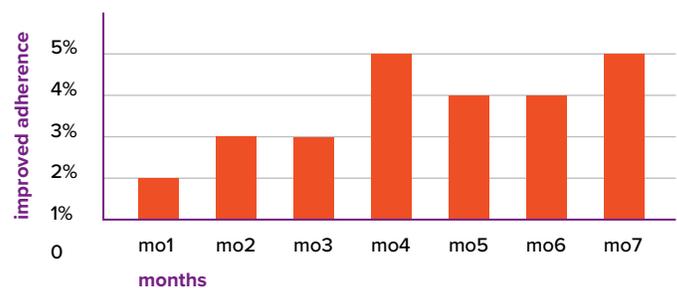
Where most, traditional direct and indirect remuneration (DIR) programs penalize pharmacies based on their performance, RxTarget™ takes a totally different, 'reward-for-performance' approach.

## HOW IT WORKS

1. For each pharmacy, Abarca will determine the number of members who can participate based on their treatment plans. This population is used to calculate the number of members and the adherence percentage by condition.
2. Abarca will then assign a Star Rating by condition using CMS cut points, and calculate the weighted average of all of these scores to determine the pharmacy's overall rating.
3. Based on their final score, Abarca will apply a bonus on each paid claim that will be distributed at the end of the year.

Contact [rxtarget@abarcahealth.com](mailto:rxtarget@abarcahealth.com) to learn more.

### Member adherence improved after just seven months of RxTarget™



RxTarget™ is rooted in advanced analytics. Along with quarterly performance reports, participating pharmacies also have access to a custom online dashboard that will allow them to:

- Prioritize members based on need for further intervention
- Monitor ongoing RxTarget™ performance
- View a daily update of submitted claims
- Make real-time adjustments and financial projections
- Have a more in-depth insight into their projected Adherence Reimbursement Adjustment bonuses

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RxTarget™ enables us to make a meaningful impact on the health of our members. Before this program, our pharmacies relied on spreadsheets to track adherence. Because of RxTarget™, we now have access to all of the information that we need in real-time, in a platform that is web-based, integrated, and easy to use.”

— Head of Managed Care for a Community Pharmacy Chain