Anthem Blue Cross and Blue Shield

Medication adherence incentive offered to EPHC providers

Medication non-adherence increases mortality and costs the healthcare system billions of dollars per year. Anthem Blue Cross and Blue Shield is collaborating with physicians engaged in our Enhanced Personal Health Care (EPHC) programs to promote adherence by increasing 90-day supply prescriptions. Patients who receive 90-day supplies are more likely to be adherent, and Anthem’s Medicare Advantage plans allow 90-day supplies to be filled for chronic medications at any retail pharmacy. Beginning in July, EPHC providers program will receive a monthly report that identifies Medicare members eligible for a 90-day supply. Please evaluate that member list and discuss the benefits of a 90-day supply with your patients.

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