

Preventative Services and Health Coaching

The Challenge: Benefit costs steadily climb due to the growing prevalence of poorly managed chronic diseases, and despite the fact that many of these diseases can be prevented. Early detection is also critical for cost-effective treatment and self care, yet significant numbers of Canadian adults are unaware that they have a chronic condition, or have a high level of personal risk.

- 98.6% of respondents have a least one of five major risk factors (e.g., smoking, physical inactivity) that can lead to chronic disease, according to a Canadian study.¹
- 58% of Canadian adults had at least one chronic condition or disease in 2013, up from 37% in 2007.²
- 59% of Canadians aged 60 to 79, 40% aged 40 to 59 and 23% aged 18 to 39 have high cholesterol, and about half are unaware that they have the condition (jumping to 86% among the youngest age group).³
- 52% of Canadians aged 60 to 79 and 24% aged 40 to 59 have high blood pressure, and 16% are unaware of their hypertension.⁴
- 10% of Canadians have diabetes⁵ and another 22% have prediabetes.⁶ With appropriate lifestyle changes, those with prediabetes can prevent or delay the onset of the diabetes.
- Lifestyle changes such as healthier eating and physical activity are difficult for those with chronic diseases: a 12-year study of 17,000 Canadians found only modest improvements.⁷

What it is

Pharmacists provide health-risk screenings and assessments and/or coaching to help plan members manage personal health risks and chronic conditions.

How it works

Plan members meet with pharmacists to identify and understand their personal health risks and/or receive regular coaching support to manage chronic conditions. Members receive a care plan that can be shared with other health professionals.

Benefits

Convenient, regular access to expert advice on health risks and conditions to prevent serious illnesses or complications, which leads to better health, reduced presenteeism and absenteeism, and averted drug and disability claims.

The Opportunity: Plan members can receive one-on-one screenings and assessments of personal health risk factors as well as health coaching services from community pharmacists.

A significant majority of plan members would participate in health-risk screenings for conditions such as cancer (91%) and heart disease (89%) if these were included in health benefits.⁸ At one worksite screening for diabetes, pharmacists referred 10% of men and 6% of women to physicians due to results that indicated diabetes, and another 13% of participants had prediabetes.⁹

A growing number of community pharmacies offer screening and monitoring services using medical devices and other professional tools to test and monitor for diabetes, high cholesterol, hypertension, respiratory disease and other chronic conditions. Almost three out of four community pharmacies offer smoking cessation services, 66% are active in diabetes support and 41% are active in hypertension management.¹⁰

It's important to note that health coaching is ideally suited for plan members who are not eligible for other pharmacist services, such as medication reviews and follow-ups (see document, *Medication Reviews and Follow-Ups*). For example, plan members who are not taking three medications for chronic conditions (typically the criterion for medication reviews) but with risk factors such as smoking or obesity, or conditions such as prediabetes would benefit from health

Covered under the healthcare spending account or as a health benefit, pharmacists' healthcare services help plan members stay healthy, productive, and in the workplace

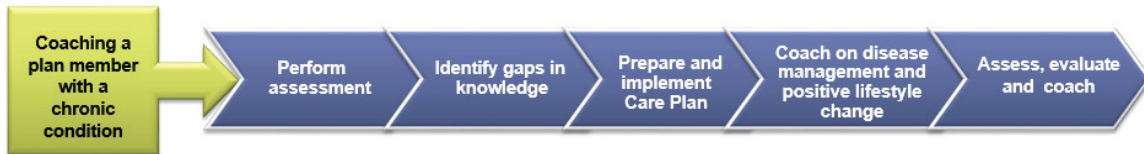
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coaching services. The pharmacist's goal is to help these members better manage their health now in order to prevent the development or worsening of chronic diseases—and in so doing prevent claims for drug and other employee health benefits.

How the Service Works

- Plan members request a health-risk screening and assessment by the pharmacist or health coaching at their usual community pharmacy after learning about it on their own or from their employer. Or the pharmacy team recommends the service based on the member's medication profile, medical history, and health status. Pharmacists can also perform screenings and assessments onsite at the workplace.
- For coaching services, the pharmacy team schedules appointments that are separate from the dispensing of medications, which provides a better educational experience for plan member. Working closely with plan members, pharmacists identify goals and develop a personal care plan that includes a series of follow-up consultations (for example, a plan for smoking cessation). During these sessions, pharmacists educate, monitor, assess and document. Improved self care is a primary objective; for example, pharmacists educate members on the use of medical devices, or how to avoid situations or "triggers" that may worsen symptoms.
- Pharmacists can consistently help motivate lifestyle changes, such as healthier eating and physical activity, and make referrals to other health professionals as required (e.g., dietitians).
- Plan members receive documentation or a care plan for personal use and ongoing self care, and to share with other healthcare professionals.

Coaching for Risk Factors or Chronic Conditions



Types of Services Covered under Preventative Services and Health Coaching (see Glossary for definitions)

- Screenings for risk factors/diseases
- Health coaching care plans
- Health coaching care plan follow-ups
- Smoking cessation group sessions
- Smoking cessation individual sessions
- Ordering and interpretation of lab tests

Expected Benefits for Plan Sponsors

- Prevention or delayed diagnosis of chronic diseases due to plan members' raised awareness of personal health risks, resulting in preemptive actions to change lifestyle behaviours and improve adherence to medications.
- Averted spending on drug and other benefits, including disability leaves, due to complications of poorly managed or undetected disease (e.g., heart attack, stroke).
- Plan members previously at higher risk of disability leaves due to unmanaged chronic conditions are able to remain productive and in the workforce, with reduced rates of absenteeism and presenteeism.

"I changed many bad habits. The pharmacist was very helpful in helping me with my eating habits and I quit smoking."

—Comment from plan member after receiving hypertension coaching services¹¹

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¹ Manuel DG, Perez R, Bennett C, et al. *Seven more years: the impact of smoking, alcohol, diet, physical activity and stress on health and life expectancy in Ontario*. Institute for Clinical Evaluative Sciences and Public Health Ontario. 2012.

² Canadian Foundation for Healthcare Improvement. The health care in Canada survey. Conducted by POLLARA, Dec. 2013–Jan. 2014.

³ Cholesterol Levels of Adults, 2012 to 2013. Canadian Health Measures Survey. *Health Fact Sheets*. Statistics Canada, Catalogue no. 82-625-X.

⁴ Blood Pressure of Adults, 2012 to 2013. Canadian Health Measures Survey. *Health Fact Sheets*. Statistics Canada, Catalogue no. 82-625-X.

⁵ Chronic Disease and Injury Indicator Framework Quick Stats. Chronic Diseases and Injuries in Canada. Public Health Agency of Canada. 2014:34(4).

⁶ Canadian Diabetes Association. Canadian Diabetes Cost Model. Toronto, May 2014. www.diabetes.ca/getmedia/513a0f6c-b1c9-4e56-a77c-6a492bf7350f/diabetes-charter-background-national-english.pdf.aspx.

⁷ Newsom JT, Hugué N, Ramage-Morin PL, et al. Health behavior changes after diagnosis of chronic illness among Canadians aged 50 or older. *Health Reports* 2012 Dec; 23(4):49–53. Statistics Canada, Catalogue no. 82-003-XPE.

⁸ *2014 Sanofi Canada Healthcare Survey: Healthy Discussions for Productive Employees*. Sanofi Canada. June 2014. www.sanofi.ca.

⁹ *ROI of One Life: Diabetes*. Sponsored by AstraZeneca, Janssen, LifeScan, MHCSI. Financial Services Group, Rogers Media Inc. (Publishing). October 2014.

¹⁰ *2015 Community Pharmacy Trends & Insights Report*. Pharmacy Practice+, Rogers Media Inc. (Publishing). February 2014.

¹¹ *Impact of Community Pharmacist Interventions in Hypertension Management in Patient Outcomes: A Randomized Controlled Trial*. Ontario Pharmacists Association and Green Shield Canada. June 2014.

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