

# Introducing a new way for group plans to improve adherence and affordability for members taking chronic condition medications.

## How it works



Identify members taking preferred medications for chronic conditions



Eligible members receive invitations to enroll via direct mail (enrolling takes less than 5 seconds)



Once enrolled, members automatically begin receiving copay discounts at the pharmacy where they usually fill their prescriptions



Each month, members receive text reminders when it's time to refill, and the incentive increases every month they refill on time

### What is Sempre Health?

Sempre Health is an SMS text-based program that addresses prescription affordability and increases adherence for eligible members. Sempre is working with Blue Cross and Blue Shield of North Carolina (Blue Cross NC) to increase adherence, decrease downstream medical costs and improve the member experience.

### What is the member impact with Sempre Health?

Member savings with Sempre will depend on their benefit design and prescription refilling frequency. To date, enrolled Blue Cross NC members have saved an average of \$94 per refill with Sempre.<sup>1,2</sup> The Sempre program scores a Net Promoter Score (NPS) of 98 among enrolled Blue Cross NC members<sup>3</sup> and has improved adherence by 17 percentage points.<sup>4</sup>

### What members are eligible for Sempre Health discounts?

Members are eligible for Sempre if they are currently taking one of the preferred diabetes or respiratory medications available on the program. Members don't need an account, app or smartphone to take advantage of the discounts.

Sempre's copay savings program includes 12 single-source, brand-name chronic condition medications\*.

- ASMANEX<sup>®</sup> HFA
- ASMANEX<sup>®</sup> TWISTHALER<sup>®</sup>
- DULERA<sup>®</sup>
- ELIQUIS<sup>®</sup>
- JARDIANCE<sup>®</sup>
- SOLIQUA<sup>®</sup> 100/33
- SPIRIVA<sup>®</sup> RESPIMAT<sup>®</sup>
- SYNJARDY<sup>®</sup>
- SYNJARDY<sup>®</sup> XR
- TOUJEO<sup>®</sup>
- TRULICITY<sup>®</sup>

\*Medications eligible for Sempre Health are subject to change.

### Case study: Blue Cross NC Launch

- Launched Sempre to fully insured members and individuals under 65 in late March 2022
- As of April 2023:<sup>2</sup>
  - o Members enrolled: 21 % (~7,000)
  - o Discounts paid: \$1,235,000+
  - o Refills: 13,000+
  - o Recovered members: 624+
  - o NPS: 98<sup>3</sup>

### How much does Sempre Health cost?

The Sempre program comes at no charge to members or employers.

<sup>1</sup> Based on \$1,221,921 in total copay savings and 12,890 refills for Blue Cross NC members as of April 6, 2023.

<sup>2</sup> Sempre Health results as of April 11, 2023, for Blue Cross NC.

<sup>3</sup> Sempre Health Member Survey April 2023 (for Net Promoter Score); 98 NPS was recorded on April 11, 2023, with 152 responses on file.

<sup>4</sup> Sempre Health results as of December 8, 2022, for Blue Cross NC.