

MedicationMANAGEMENT

SUPPORTING PLAN MEMBERS AND EMPLOYERS' BOTTOM LINES

ABOUT

Medication management is an innovative benefit program that supports plan members' and employers' bottom lines.

As the costs of private drug plans grow, plan sponsors are looking to ensure that they get the best return on investment for the coverage they offer their plan members.

Treatments for chronic diseases and specialty medications can improve plan members' health outcomes, but also have a significant impact on private drug plan budgets. Chronic health conditions can be complex, and plan members may require support to manage their conditions and the medications they need. In particular, specialty medications require special handling, not only for distribution and dispensing but also to navigate coverage, manage side effects and ensure adherence.

This series will profile different programs and services that are available to plan sponsors to manage their drug spend and help plan members manage their conditions and treatments.

AbbVie Care is designed to cater to the needs of program members and HCPs throughout the treatment pathway. Their support complements the care patients receive from both their healthcare team and other healthcare management programs that may be available.

Redefining the Patient Support Program Model

AbbVie Care, AbbVie's patient support program for people on HUMIRA®, HOLKIRA™ PAK or DUODOPA®, empowers program members with individualized support. Within 24 hours of enrolment, members will receive a call from an AbbVie Care expert who will help them identify member support needs, customize their AbbVie Care services, and ensure

they begin treatment as soon as possible. AbbVie Care is flexible, and can be customized to complement the care plan members receive from their healthcare team. This support continues throughout their treatment journey, and evidence shows that patient support programs improve adherence rates, and clinical outcomes such as reduced disease activity and improved physical functioning.



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abbvie
care™

AbbVie Care: Redefining the Patient Support Program Model



"The AbbVie Care program has made things easy for me, and my family, so we can get on with our lives."

*Taline, 37
Program member*

At AbbVie Canada, we are pleased to announce AbbVie Care, the new collective name for our patient support program (PSP) for people treated with HUMIRA®, HOLKIRA™ PAK or DUODOPA®.

By bringing these PSPs together under one name, we are creating a closer link between our company, our medications and our support services. Ultimately, this will allow us to leverage our collective resources and expertise to enhance our program offering to all our stakeholders.

With AbbVie Care, we will continue to empower program members with the individualized support they need throughout their treatment journey. With this holistic approach, we will best serve our members, healthcare professionals (HCPs) and insurance providers.

Building on 10 years of learning and experience

In just over 10 years, we've helped support 57,000 program members.¹ Along the way,

we've gained considerable experience in deploying a large PSP for a complex specialty therapy. As we look to the future, we are excited about what we will achieve by creating this unified offering, that spans multiple brands.

AbbVie Care: A new concept in PSPs

In an environment where cost management of specialty drugs continues to be a challenge, an effective PSP can improve cost effectiveness through ongoing initiatives that lead to better healthcare outcomes.^{2,3} In fact, a recent study revealed that 12-month medical costs for members of one AbbVie PSP were 23% lower than those of non-members.⁴

One key feature of the HUMIRA AbbVie Care program is that we call new members to assess their risk of non-adherence before they even start therapy. We then personalize our services to each individual's needs, and schedule regular follow-ups at a frequency to help ensure medication is taken as prescribed. This feature, when combined with other aspects

AbbVie Care:

Leveraging expertise across three key brands

Please see respective Product Monographs for complete information.

HUMIRA®

A specialty biologic for the treatment of several inflammatory diseases, including rheumatoid arthritis, psoriasis and Crohn's disease.⁵ Available in Canada since September 2004. Former PSP name: PROGRESS⁶

HOLKIRA™ PAK

A combination drug therapy for the treatment of genotype 1 chronic hepatitis C.⁷ Available in Canada since January 2015. PSP: AbbVie Care⁶

DUODOPA®

A novel agent for the treatment of advanced Parkinson's disease.⁸ Available in Canada since July 2013. Former PSP name: DuoLife⁶

of our PSPs, has resulted in significant increases in adherence rates.^{4,9}

The broader benefits of our PSPs have also been measured. In a 12-month study of people treated for moderate to severe rheumatoid arthritis, active engagement in the AbbVie PSP lead to greater improvements in clinical outcomes when compared with non-members, such as disease activity and physical functioning.⁹

With the new expansion of AbbVie Care, we're taking the most successful elements of our specialty PSP and adapting them for program members on traditional treatments. This means more people who take AbbVie therapies will have the benefit of our expertise, at no additional cost to payors.

AbbVie Care: Committed. Connected. Caring.

AbbVie Care is designed to cater to the needs of program members and HCPs throughout the treatment pathway. Our support complements the care patients receive from both their healthcare team and other healthcare management programs that may be available.

We offer services across three principles of support: committed, connected, and caring. By doing so we give our members the freedom to tailor their program so they can have the best PSP experience possible.

Committed to supporting each patient the way they want

Within 24 hours of enrolling, we call new members to begin customizing their AbbVie Care experience and to help them gain access to therapy as soon as possible. For peace of mind, we explore all options to help get medication costs covered quickly.

Members choose how much, or how little, support they would like; they decide what works best for them. When it comes to pharmacy and medication support, we encourage our program members to try a range of tailored services; from help getting and

taking their medication to learning more about their condition.

Connected to patients and their healthcare team to keep them informed

AbbVie Care offers a broad range of services every step of the way; not just at the start, but for as long as they are needed. Once they start treatment, our expert team helps members pick the services they want to help them live the life they choose. With our dedicated support team, our members know that expert help is only a phone call away.

Caring about our members' needs and adapting their services over time

Our team of experts is there throughout each member's journey to answer any questions they have about treatment and to help keep them on track. Our services are mindful of our members' lifestyle needs, whether it's help with taking medication or working with their pharmacy. With adherence in mind, we listen and adapt each service to our members' needs as they change over time.

AbbVie Care: Striving for excellence

With AbbVie Care, we have redefined the traditional PSP model and, in doing so, we've created new opportunities for partnership and success. Over the next five years, we aim to bring more brands into the AbbVie Care portfolio of PSPs to better serve you, and our program members.

www.abbviecare.ca

Benefits of the new AbbVie Care portfolio of PSPs

- A unified service offering, based on over 10 years of supporting 57,000 program members
- Program members are offered individualized support that complements payors' healthcare management programs at no extra cost
- We offer a new consistency of service for all our customers, regardless of the medication prescribed

References

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