Vaccine Pharmacy

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Agenda

• Background
  – Impact of immunizations
  – Pharmacies as vaccine centers

• Criteria for participating
  – Professional Billing

• Existing network

• Success of the program

• Future steps
Background: Impact of Immunizations

- Adult immunization rates have been difficult to accurately track.
- Based upon the number of hospital admissions for flu and pneumonia for BCN and BCBSM, we knew there was an opportunity for improvement in immunization rates.
- The Centers for Disease Control and Prevention (CDC) estimates that getting immunized for influenza and pneumonia can reduce the rate of hospitalization for these conditions by 48% to 57%.
- For BCBSM/BCN, for every 50,000 people that are immunized if just 0.2% of them avoid hospitalization approximately $2M of benefit cost is avoided.
- Increasing immunization rates has multiple downstream impacts including impact benefit cost trend, use of hospital beds, reducing employee absenteeism.
Background: Pharmacies as Vaccine Centers

- In 2008, Medicare started reimbursing pharmacists for immunizations
- It is in the scope of practice in Michigan for a pharmacist to provide immunizations once they have been training
- The Michigan Pharmacist Association was very proactive in offering the vaccine education seminars
- Many of the chain pharmacies were already offering flu shots as part of normal business
- By 2009, all the factors had aligned to bring pharmacies in as professional providers to administer immunizations
Background: Benefit status

- For BCBSM in 2009, 90% of members had immunization coverage
- For BCN in 2009, 100% of members had immunization coverage
- If a member got a flu shot at a pharmacy and had coverage, the member would have to pay out of pocket and submit their receipt along with a form for reimbursement
- By directly reimbursing the pharmacy, we would simplify the process for the member and increase access
- Because of National Healthcare reform, more groups have immunization coverage
  - For BCBSM, estimate 98% of members will have coverage by October 2011
  - For BCN, remain at 100% of members having coverage
  - There is/will be no cost sharing on flu, pneumonia, and Shingles
Criteria for Participating

• The pharmacy must belong to our preferred Rx pharmacy network
• The pharmacy must take responsibility to ensure that all the pharmacists have been appropriately educated in vaccine administration
• All administered vaccines must be reported to MCIR
  – Want to encourage better data collection for determining immunization rates for adults
  – Aligns with one of our social missions, which is to improve the health status of Michigan residents
• Bill for the services on professional claims
  – Allows the pharmacy to bill for both for the flu, pneumonia, and Shingles vaccine and the administration
Professional Claims

- In the commercial benefits, immunizations are a medical benefit.
- For Medicare, the pharmacies were roster billing for the flu shot.
- Not every member with medical coverage from BCBSM/BCN also has pharmacy benefit from BCBSM/BCN.
- To maximize impact for members and improve health, making this a professional benefit would produce the greatest result.
Existing Network

- There are 2,309 unique pharmacy locations in the preferred Rx network
- Of those, 1,450 are participating in the vaccine pharmacy network
  - Participation rate of approximately 61%
- All three national pharmacy chains are participating
  - Rite Aid, CVS, Walgreens
- Several regional/local chains are participating
  - Kroger, Save On, Busch’s, Meijer
- Many independent pharmacies are also participating
- The vaccine pharmacy network is always open and we are accepting any pharmacy that wishes to participate if they accept our criteria
Success of the Program

• The vaccine pharmacy started October 1, 2009, which is right when the H1N1 pandemic hit
• While there was limited communication to members about the program, there was lots of media attention given to pharmacies as vaccine centers
• As such, from October 1, 2009 to September 30, 2010, pharmacies immunized a little over 5,000 members
  – For the first year of the program, we believe this to be a very good response rate
• From October 1, 2010 to April 30, 2011, pharmacies have immunized over 29,000 members
  – This is almost a 600% increase in utilization in 1 year
  – We expect to hit roughly 35,000 total members for year 2 of the program
Success of the Program

• For year 3, we would like to have 50,000 members immunized in the vaccine pharmacy
• We continue to work on the existing network and hope to bring any pharmacy that does provide immunizations into this program
• We have placed the vaccine pharmacies in the online directory available at www.bcbsm.com
Future Steps

• We are looking to expand the number of services that a pharmacy can provide
  – Considering adding Tetanus, Diphtheria, and Pertussis

• Working with pharmacies to display messaging that allows members to know the location is a participant in the vaccine pharmacy program

• Working with employers who would like to have a flu shot clinic; the pharmacy can send its pharmacists to conduct these onsite flu shot clinics
Questions

• Any questions on the program?

• Anything we can do to increase awareness of the program?