



## Reduce unnecessary delays

Unnecessary delays keep your patients from getting the medication they need in a timely manner.

Contacting the patient is a crucial step in getting specialty medications to the patient and promoting adherence. However, connecting with patients is getting more difficult because of the rise of unsolicited calls.

**170 million** robocalls were placed per day (in 2018)<sup>2</sup>

**26%** of calls from unidentified numbers are picked up<sup>3</sup>

At Optum<sup>®</sup> Specialty Pharmacy, we are doing all we can to get your patients their specialty pharmacy medications as quickly as possible. Now there's an easy way for your patients to know when Optum Specialty Pharmacy is calling: by adding us to their contacts.



↑ Calls with a pharmacist have shown an increased adherence of up to 36%<sup>4</sup>

↑ Just by answering the call from Optum Specialty Pharmacy, your patients will accelerate medication turnaround time

Up to

**30%**

of prescriptions are never filled

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**50%**

of medications are not continued as prescribed<sup>1</sup>

Ask your Optum Specialty Pharmacy patients to text **"Contact"** to **55455** to add Optum Specialty Pharmacy as a contact in their phone

1. Pharmacy Times. The Role of Specialty Pharmacy in Medication Adherence. pharmacytimes.com/publications/specialty-pharmacy-times/2016/July-2016/The-Role-of-Specialty-Pharmacy-in-Medication-Adherence. Published August 15, 2016. Accessed March 31, 2020.
2. Consumer Reports. 5.1 Billion Robocalls Flooded Consumers' Phones in October: Report. consumerreports.org/robocalls/billions-of-robocalls-industry-regulars-pressured-to-find-a-solution. Published November 8, 2018. Accessed March 30, 2020.
3. Hiya. State of the Call Half-Yearly Report 2019. hiya.com/state-of-the-call. Published 2019. Accessed March 30, 2020.
4. Abughosh S, Wang X, Serna O, et al. A Pharmacist Telephone Intervention to Identify Adherence Barriers and Improve Adherence Among Nonadherent Patients with Comorbid Hypertension and Diabetes in a Medicare Advantage Plan. J Manag Care Spec Pharm. 2016; 22(1):63-73.



BriovRx<sup>®</sup> is now Optum<sup>®</sup> Specialty Pharmacy and Avella<sup>®</sup> Specialty Pharmacy is becoming Optum Specialty Pharmacy.