National Consumers League

• Founded in 1899 - oldest consumer advocacy organization in the US
• Mission - to protect and promote economic justice for consumers and workers in the U.S. and abroad
Overview of Today’s Presentation

Health Reform & Consumer Engagement

- Health reform issues
- Medication adherence
- Reality of reform: education, potential fraud, opportunity for collaboration
Health Reform

NCL Supports:
• Increased Access & Coverage
• Quality & Safety
• Prevention
• November 12, 2009 issue of Business Week
• Top Ten Ways to Cut Health Care Costs Now
• #6 - Get Patients to Take Their Medications
“Drugs don’t work in patients who don’t take them!”

Former U.S. Surgeon General
C. Everett Koop
Medication Adherence: America’s Other Drug Problem

• 3 out of 4 Americans report that they do not take medications as directed
• 1 in 3 never fill a prescription
• Poor adherence costs at least $300 billion annually
Medication Adherence: Chronic Conditions

- Nearly 50% of Americans have at least one chronic condition
- 75% of health care spending
- Average adherence rates of 50-65%
- Diabetes alone accounts for 120 million work days lost to presenteeism each year
Medication Adherence: Saving Lives and Money

• Improved adherence saves – for every dollar spent on adherence:
  – $7 saved for diabetes,
  – $5 saved for high cholesterol,
  – $4 saved for high blood pressure

• Asheville Project & Diabetes 10 City Challenge – lowering health costs and increasing productivity

• Value based benefit design
Medication Adherence Campaign

Groundbreaking consumer education campaign includes:

- Public & private sector involvement - payors, practitioners, consumers, etc.
- National outreach
- Targeted outreach
  - Chronic conditions
  - Health care practitioners
- Consumer engagement
Reality of Reform

• Education – understanding and navigating the system
• Potential fraud
• New opportunities for health promotion, consumer engagement, collaboration
“You’ll enjoy the way these interact with over-the-counter medication.”
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