

The AdhereHealth Approach

Reach the Members Others Can't

Turn “hardly reached” into meaningfully engaged—with a smarter, more personalized approach to member outreach

Some members don't respond to traditional engagement strategies. They may be dealing with competing demands, language barriers, transportation challenges, medication complexity, distrust or other obstacles that make it difficult to take action.

AdhereHealth is built to reach them.

AdhereHealth combines predictive analytics and personalized omnichannel outreach to identify and connect with members in the way that best supports their healthcare journey.

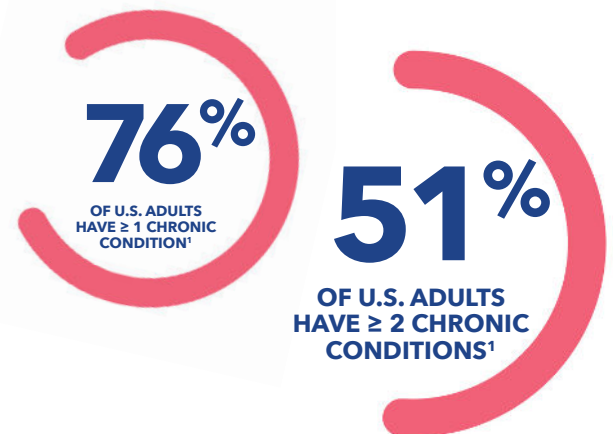
Once connected, AdhereHealth Care Navigators and clinicians use clinical knowledge alongside whole-person behavioral science techniques to build trust, uncover barriers and help members move forward—supporting medication adherence, management and safety.

Key Benefits and Outcomes

Reach more members. Strategic omnichannel outreach connects with members through the channels most likely to support engagement.

Improve medication experience. Personalized support and clinical expertise help address barriers to adherence and safer medication use.

Plus: Real-time program and performance insights



Barriers to adherence affect every step of medication use:

- ~1 in 8 Medicare members don't meet the 80% PDC adherence threshold²
- ~5% of prescriptions are abandoned before pickup³



“To put AdhereHealth's impact in perspective, our plan's CMS Star Rating was 2.5 prior to using Adhere, which was very low.

We engaged Adhere to work with our medication adherence measures and we improved 1 to 1.5 points for each measure in the first year of the program.”

— VP of Stars, Regional Health Plan

Drive better health outcomes. Continuous monitoring and evidence-based techniques help members overcome barriers, take the right medications and stay on track.

Strengthen quality performance (including CMS Star Ratings). Targeted interventions help close gaps across adherence, medication safety and other quality measures.

1. CDC, 2025: https://www.cdc.gov/pcd/issues/2025/24_0539.htm

2. CMS, 2025: <https://www.cms.gov/newsroom/fact-sheets/2023-medicare-advantage-part-d-star-ratings>

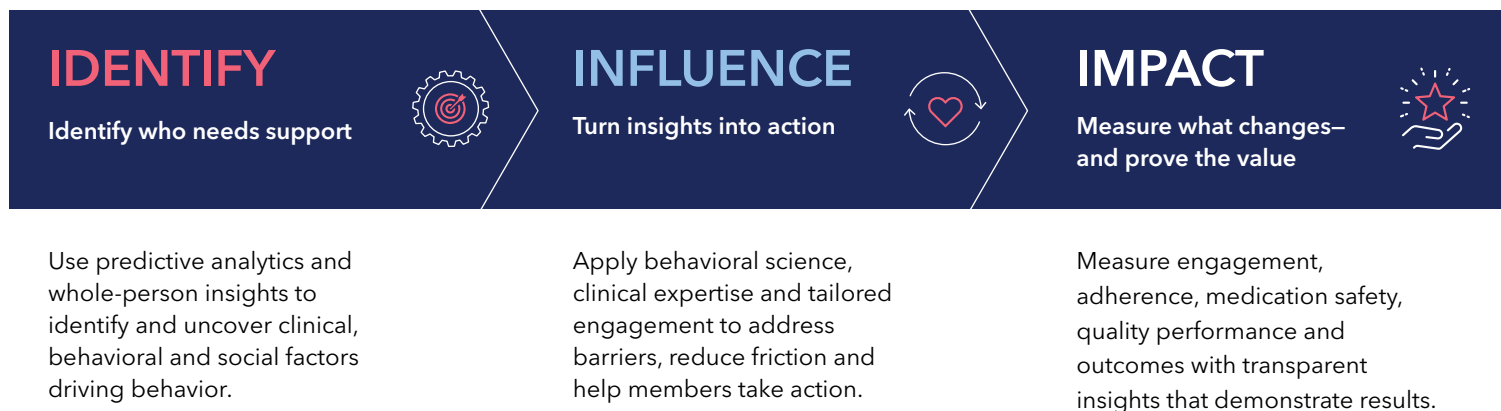
3. Exploratory Research in Clinical and Social Pharmacy, 2024: <https://pubmed.ncbi.nlm.nih.gov/39188584/>

How Does It Work?

The Adhere Platform™ leverages proprietary clinical workflow technology and holistic member profiles to guide personalized engagement with members, their providers and pharmacists in a more focused, long-term way.

AdhereHealth turns these insights into action through a connected approach that brings together data, strategic omnichannel engagement, behavioral science, clinical expertise and care team coordination.

This approach addresses members' elevated health risks with the following value-focused steps:



Turn Better Engagement into Better Outcomes

AdhereHealth helps health plans, managed care and other healthcare organizations move beyond identifying who is at risk to understanding why—and knowing what to do about it.

Our connected approach helps members with elevated risks overcome barriers and take actions that improve medication use, health outcomes and quality performance.



"We needed help reaching more at-risk members. AdhereHealth excels at that—bringing a high-touch, personalized approach that helps us connect with and engage our members to improve performance across adherence, mental health and HEDIS measures."

— Senior Director of Enterprise Pharmacy for Government Programs, National Health Plan



From medication adherence, management and safety to quality performance, we help health plans reach beyond the usual responders to engage the members who need support most.

Contact us today to learn more!