AdhereHealth™
ADHERENCE RESOLVED

Addressing New CMS Medication Safety Measures

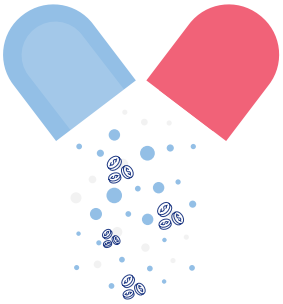
Manage Member Risk Related to COB, Poly-ACH and Poly-CNS*

Three important CMS measures—COB, Poly-ACH and Poly-CNS—put new pressure on Medicare Advantage (MA) plans to tackle high-risk prescriptions and polypharmacy. Meeting these requirements isn't just about compliance—it's about managing risk, preventing adverse drug events and protecting member health.

To succeed, MA plans need a targeted strategy to:

- Identify high-risk members before adverse events occur
- Engage prescribers to safeguard medication regimens
- Drive safer medication use to improve adherence

50% of older adults take 5+ medications, increasing the risk of adverse drug events and hospitalizations.[1]



Adverse drug events (ADEs) lead to an estimated **$528 billion** **in avoidable healthcare costs annually in the U.S.**[2]

New CMS Medication Safety Measures

Concurrent Use of Opioids and Benzodiazepines (COB)
What it measures: % of individuals 18+ using both opioids and benzodiazepines concurrently
Why it matters: concurrent use increases the risk of overdose, low oxygen levels and hospitalizations

Polypharmacy Use of Multiple Anticholinergic Medications in Older Adults (Poly-ACH)
What it measures: % of individuals 65+ taking two or more unique anticholinergic medications
Why it matters: concurrent use increases the risk of unwanted side effects, including confusion, dry mouth and urinary retention

Polypharmacy Use of Multiple Central Nervous System Active Medications in Older Adults (Poly-CNS)*
What it measures: % of individuals 65+ taking three or more unique CNS-active medications
Why it matters: concurrent use increases the risk of delirium, sedation, falls and fractures

AdhereHealth is Your Partner in Medication Safety and Adherence

Our proprietary data analytics and technology-enabled services empower MA plans to pinpoint and resolve dangerous medication use before it impacts members. As a trusted partner, we help plans:

- **Improve safety** by addressing high-risk medication use
- **Manage risk** by preventing adverse drug events
- **Enhance medication adherence** for vulnerable members

* The Poly-CNS measure is currently on display with CMS, and does not yet impact the Star Ratings

Driving Member Safety with Personalized, Proactive Adherence Solutions

What sets AdhereHealth apart?

Multi-faceted data integration

- Data ingestion from multiple sources enables plan customization and configuration, while ensuring continuous risk monitoring

Provider-first approach

- Omnichannel outreach capabilities enable tailored messaging based on individual member risk
- AdhereHealth Care Navigators connect with prescribers to alert and educate on the presence of high-risk medications and combinations, to discuss best strategies and transition members to safer medication alternatives

Powerful performance dashboard

- Comprehensive dashboard reporting enables plans and medical directors to effectively monitor key program metrics
- Clear visibility into plan performance enhances member safety, while optimizing program efficiency

How It Works

The Adhere Platform uses a three-step approach to improve both member safety and plan performance:

TARGET	ENGAGE	IMPACT
Daily surveillance pinpoints at-risk members Continuous claims monitoring identifies high-risk medications	Direct-to-provider messaging provides information on high-risk medications and encourages recommendations for safer alternatives	AdhereHealth's analytics track and confirm medication adjustments Medication changes improve safety and adherence

Get started today!

Managing high-risk medications is key to improving safety, boosting member health and securing Star Ratings success. **Contact AdhereHealth today** to learn more about our proven value-based approach.

With AdhereHealth, you gain a partner dedicated to ensuring member safety, and improving medication adherence and plan performance—all through innovative, evidence-based solutions.

Healthcare is a journey. AdhereHealth is here to transform it—delivering continuous care and support. Let's reimagine healthcare together.

1. Medication Overload and Older Americans. (2025). Lown Institute. https://lowninstitute.org/projects/medication-overload-how-the-drive-to-prescribe-is-harming-older-americans/

2. Watanabe, J., McInnis, T., Hirsch, J. (Sept 2018). Cost of Prescription Drug-Related Morbidity and Mortality. Annals of Pharmacology. https://pubmed.ncbi.nlm.nih.gov/29577766/