



Deirdre Connelly
President, North America
Pharmaceuticals

Promoting Preventive Services

GlaxoSmithKline

Diabetes Ten City Challenge

Coalition Leadership

American Pharmacists Association Foundation, city governments, private employers, and pharmacists in Charleston/Spartanburg, Chicago, Colorado Springs, Cumberland, Dalton, Honolulu, Los Angeles, Milwaukee, Pittsburgh, Tampa Bay

Community Initiative Goals

- Patient-centered program to remove barriers, increase disease prevention actions, reduce health care costs, and improve health.

Program Components

- Diabetes patients were offered a pharmacist health coach, financial incentives, and a self-management tool.
- Thirty employers waived copays for diabetes medication/supplies. Participants agreed to meet regularly with trained pharmacists to manage medications/diabetes through diet, exercise and other lifestyle changes.
- Data from 573 patients showed positive clinical/economic outcomes after participating.

Program Highlights

- Average total health care costs were \$1,079 less per year per patient than costs projected without the program.
- Significant improvement in patients achieving national HEDIS goals for blood glucose (23%), blood pressure (39%), and cholesterol (11%).
- Flu vaccinations up from 32% to 66%; eye exams up from 57% to 81%; and foot exams up from 4% to 74%.

“The prevalence of chronic diseases is on the rise. GlaxoSmithKline is working with governments and employers to address chronic disease while reducing health care costs. Our “Triple Solution,” approach has three areas of focus—prevention, intervention, and innovation. For more information, visit www.ForAHealthierAmerica.com.”

Value Proposition

Preventive services and health screenings help raise awareness about common health conditions and risks, often identifying health problems in their early stages or forestalling the development of chronic or debilitating illnesses. Typical community screenings involve immunizations, health risk assessments, specific disease screenings, biometric measurements, and sometimes, professional behavioral counseling. In 2006, Partnership for Prevention identified certain immunizations and practices as among the highest-ranked clinical preventive services for health impact and cost effectiveness.⁵

- Screenings for alcohol use.
- Cardiovascular disease risks (daily aspirin use, diabetes, hypertension, and cholesterol screenings).
- Smoking cessation and assistance to quit.

Business Case

Providing more wide-spread access to valuable preventive services supports a healthier population, reduces the incidence of chronic illness, and saves lives. Preventive services also result in cost-savings as more Americans live longer, healthier lives, and avoid or delay costly health conditions or premature death.

As well as reducing the inevitable suffering from contracting a serious illness, there is ample data to support that health care interventions focused on screening and prevention are cost-effective.

- Annual influenza epidemics affect up to 20 percent of the population, including 200 million days of diminished productivity, 100 million days of bed disability, and 75 million days of work absence (1995).¹⁵
- Up to 207,000 deaths, 734,000 hospitalizations, 42 million out-patient visits, and 47 million additional illnesses at a cost to the economy of up to \$167 billion would occur during an influenza pandemic.¹⁶