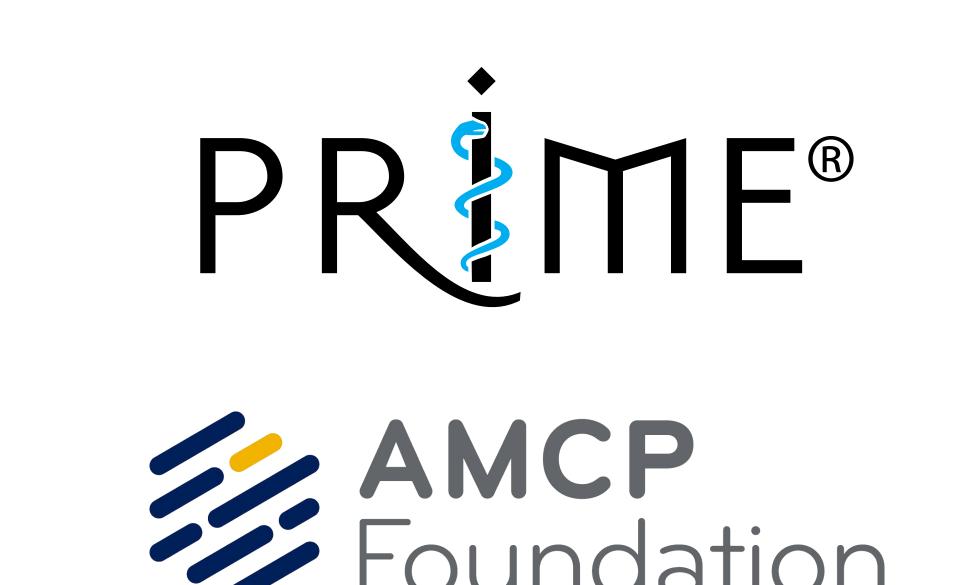# AMD.CARE WEB APPS: A COLLABORATIVE MANAGED CARE, PROVIDER, AND PATIENT APPROACH TO SUPPORT QUALITY OUTCOMES IN AGE-RELATED MACULAR DEGENERATION

Paula J Eichenbrenner, MBA, CAE[1]; Jeffrey S Heier, MD[2]; Luis J Haddock, MD[3]; Barbara Larney Roper, PharmD, BCPS, BCACP[4]; Thushara Chakkath, PhD[5]; Jeff Carter, PhD[5]; Cherilyn L Heggen, PhD[5]

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INTRODUCTION

Anti-VEGF therapies have proven to improve vision outcomes, prevent blindness, and lessen treatment burden in patients with neovascular (wet) age-related macular degeneration (AMD) with extended dosing regimens and novel modes of administration. However, gaps at the patient, provider, and payer level pose barriers to achieving these goals.
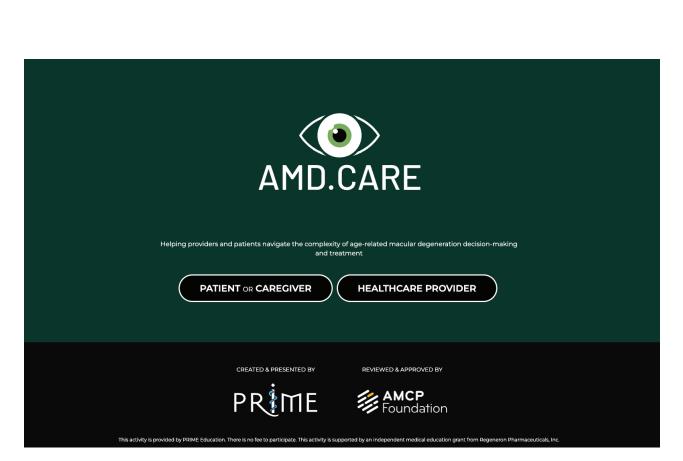
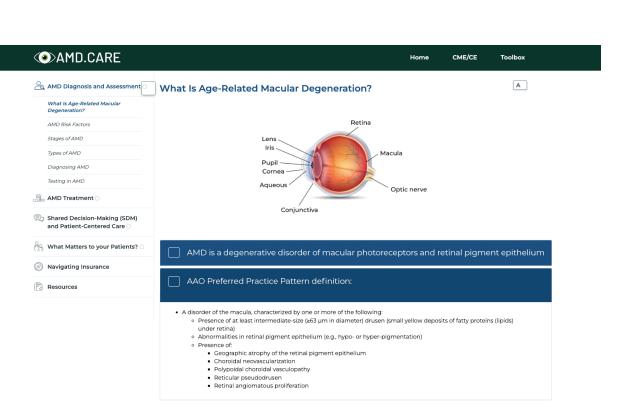These barriers include, but are not limited to[1]:
- Delays in diagnosis and treatment
- Challenges in navigating managed care processes for therapy access
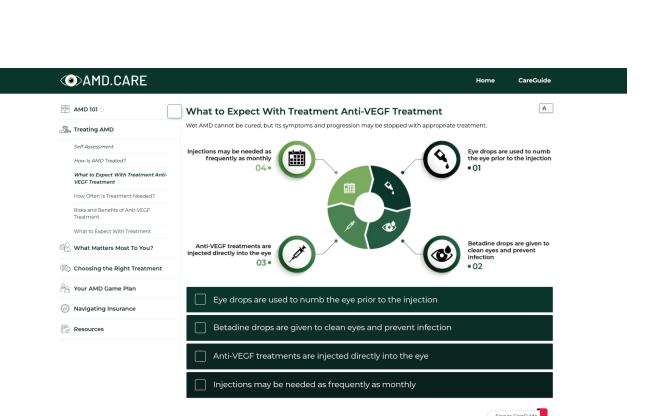- Lack of engagement in shared decision-making (SDM)

With AMD.care, we developed and evaluated a novel web app that took a dual approach with parallel education for patients and providers to close quality care gaps for patients with AMD. Here, we present data on patient experiences with AMD therapy, and provider perspectives on navigating managed care requirements for AMD therapy.
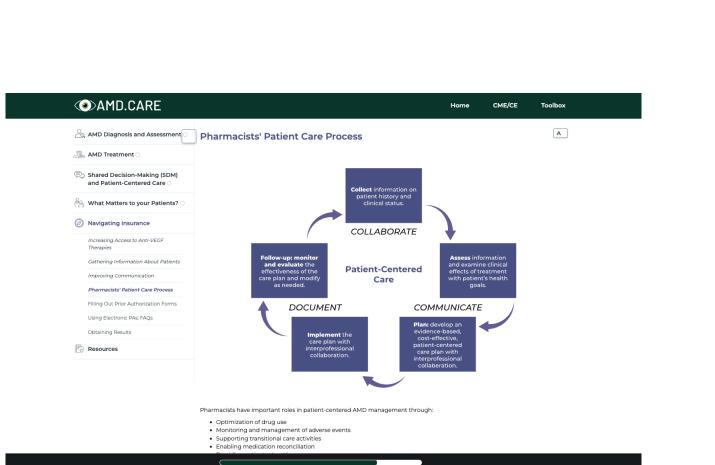
METHODS

- We developed patient and provider web apps that present aligned content on evidence-based treatment recommendations for neovascular AMD, combined with tools and strategies for applying SDM and navigating managed care processes.

- The web apps were reviewed by leading retina specialists, a patient ambassador, and representatives from the Academy of Managed Care Pharmacy (AMCP) Foundation to ensure relevance across stakeholders.

- Pre- and post-education survey items were embedded to evaluate the effectiveness of the tools and to assess patient and provider perceptions of AMD treatment and management.

- Users navigating through the web app can bookmark relevant information, tips, and resources and download a personalized handout designed to facilitate effective shared decision-making during the clinic visit.

- The browser-based experience (vs native smartphone app) ensures easy access on any internet-enabled device without the need to download any software or create an account.
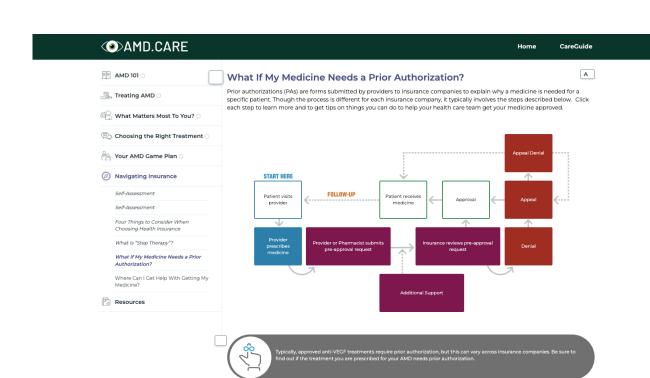

View now at **AMD.care**

WEB APP USER METRICS

Patient Impact
N = 6,010
unique patients

Provider Impact
N = 2,328
unique providers

DEMOGRAPHICS

Patient Surveys (N = 234)	
Gender (female)	71%
Age (years)	73
AMD disease duration (years)	5
Moderate/severe disease	40%

Provider Surveys (N = 525)	
Ophthalmologists	17%
Primary care/other physician	15%
PA/NP	15%
Pharmacist	17%
Nurse/case manager	25%
Other	11%
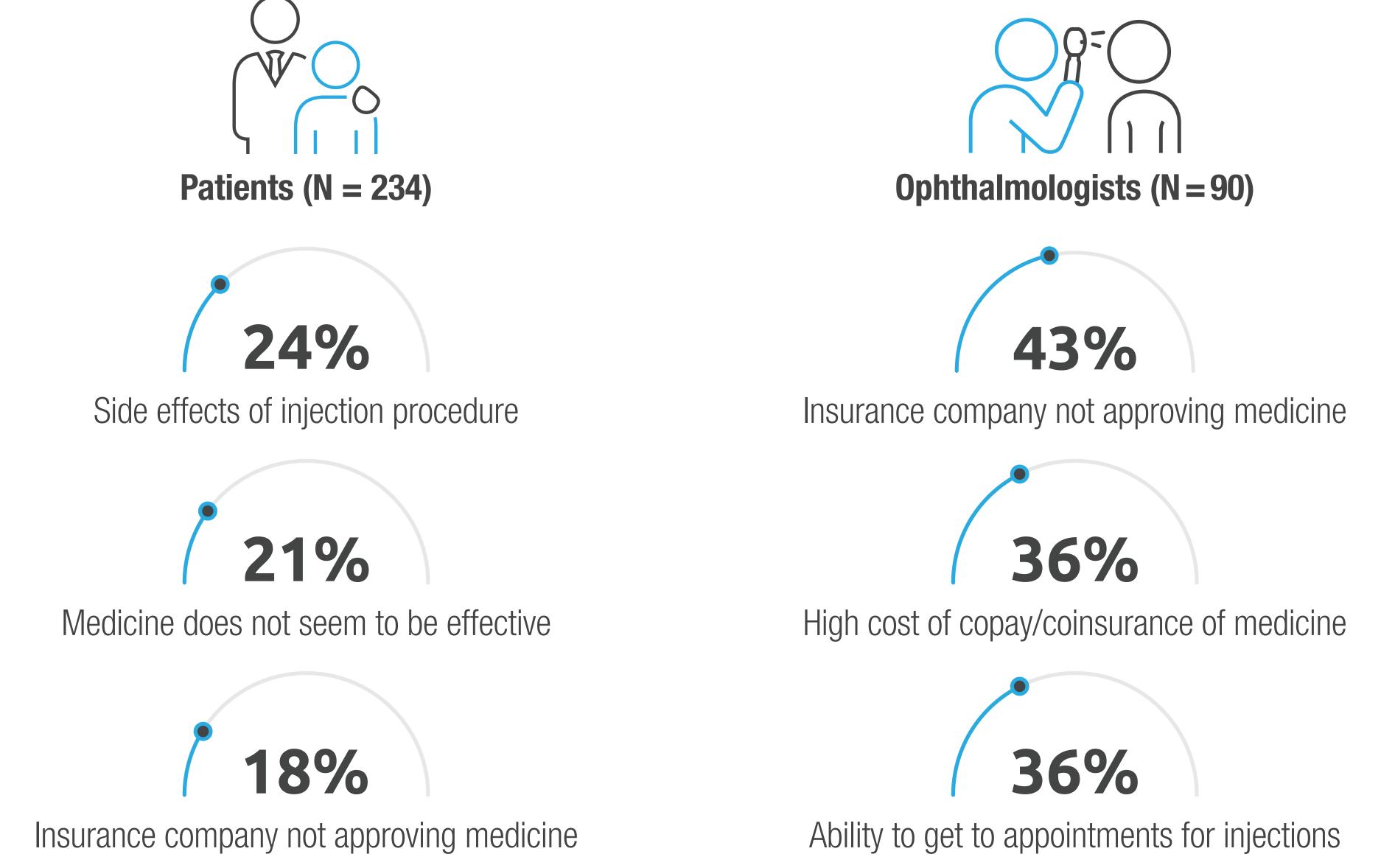
Pharmacist Survey Subanalysis (N = 87)	
Community/retail	46%
Specialty pharmacy	33%
Health plans	17%
Academia	3%

RESULTS

Patient and Provider Perspectives on Anti-VEGF Therapy for AMD

Figure 1: Patient and provider estimates of patients' concerns about anti-VEGF therapy (Top 3)

Patients (N = 234)

24%
Side effects of injection procedure

21%
Medicine does not seem to be effective

18%
Insurance company not approving medicine

Ophthalmologists (N = 90)

43%
Insurance company not approving medicine

36%
High cost of copay/coinsurance of medicine

36%
Ability to get to appointments for injections

Provider Perspectives on Navigating Insurance Coverage for Anti-VEGF Therapy for AMD

Figure 2: Average rate of insurance denials received when prescribing an anti-VEGF therapy for AMD

Ophthalmologist Survey (N = 90)

Less than 10% of the time	67%
11%-25% of the time	24%
26%-50% of the time	10%

Figure 3: Most common reasons for insurance denial for an anti-VEGF for AMD

Ophthalmologist Survey (N = 90)

38%	Drug not on formulary
38%	Incomplete data to determine medical necessity
19%	Patient has not completed step therapy
5%	Lack of medical necessity

Provider Educational Outcomes

Figure 4: Ophthalmologist self-reported ability to effectively navigate and satisfy prior authorization requirements for AMD therapies
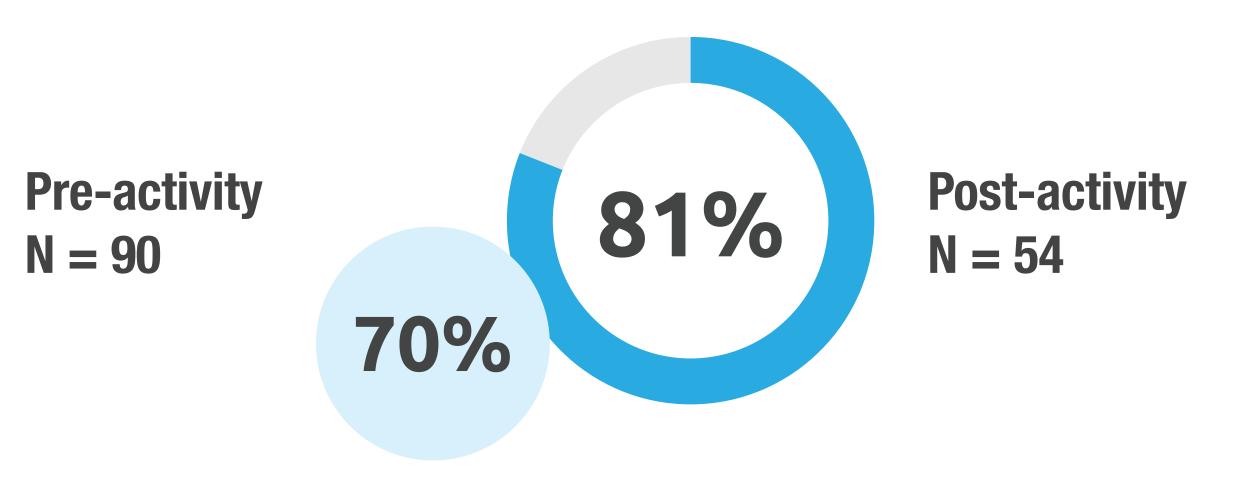

Pre-activity
N = 90

70%

81%

Post-activity
N = 54

Figure 5: Ophthalmologist post-program commitment to improve care (select all that apply)

62%	Engage patients more frequently in shared decision-making
52%	Educate patients with AMD about self-management
38%	Enroll or train staff to oversee prior authorization process
38%	Share the web app with patients
33%	Engage patients more frequently in shared decision-making

CONCLUSIONS

Key findings from the patient and provider surveys:
- Approximately 1/3 of ophthalmologists report insurance denials more than 10% of the time when prescribing anti-VEGF therapy for AMD
- Following engagement with the web app, ophthalmologists reported increased confidence in navigating managed care requirements for AMD therapies

The AMD.care web apps present a digital solution to align managed care, providers, and patients on various aspects of AMD care, including insurance navigation. The findings can inform strategies to improve quality care and outcomes for patients with AMD.

DISCLOSURES

REFERENCES

1. Varano M, et al. *Clin Ophthalmol*. 2015;9:2243-50.

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