



**National Employer Initiative on  
Specialty Drugs & Biopharma**  
*Employer Focused, Employer Driven*



## Consumer Education Strategy

If your covered population is faced with treatment decisions related to a complex or life-threatening disease or condition, good information and reliable resources are important. This is especially true if a biologic or specialty drug is prescribed. This strategy offers tools, resources and implementation ideas designed to support your efforts to educate your employees and plan members.

### Objectives

- To increase awareness and understanding of specialty drugs
- To provide useful tips on how to more successfully manage complex conditions when specialty drugs are involved
- To integrate tools and resources about specialty drugs into existing company health benefits communications

### Tools & Resources

The strategy includes the following elements:

- Employer and Plan Member Frequently Asked Questions (FAQs)
  - What are specialty drugs and why are they important?
  - How are they different from conventional drugs?
  - Which diseases respond well to specialty drugs?
  - Why do they cost more?
  - What type of assistance is available?
  - Who should be on your health care team?
  - Why is it important to follow your doctor's treatment plan?
  - What can you do as a patient or family member?
  - How can you most effectively use your prescription drug benefit?

- Newsletter Articles – four articles reinforce the key messages from the FAQs and can be sequenced to expand the overall message over time. Titles include:
  - Specialty Drugs: The Basics
  - Understanding Your Pharmacy Benefits: FAQs
  - It Takes a Team
  - Take Control and Take Action

## Implementation Ideas

The FAQs and articles can be used in electronic and printed formats as-is or personalized with your company logo and use of the photos in the image library. Use communication channels already in place to build awareness about specialty drugs and educate employees about their use.

- Distribute the brochure at annual events like screenings, health/wellness/benefits fairs and safety events
- Publish articles in existing employee newsletters
- Use the FAQs and newsletter copy on the company intranet or other web site
- Place the FAQs and articles in spaces where employees spend free time, such as cafeterias, break rooms and restrooms
- Work with your Pharmacy Benefits Manager to have them send the FAQs and articles to each member who is currently utilizing a specialty drug during a given time period and every newly utilizing member thereafter

## Measurement

To measure the success of the initiative with employees, consider including a scan code/ electronic link to a short survey at the end of each article. This can help you to:

- Test the value of the message
- Determine if the message was understood
- Identify if anything new was learned
- Understand how the employee might use the information

Try these tactics to incentivize employees and plan members to complete the survey:

- Embed a “find it” picture of an object, place, person or animal or the name of a well-known person in the article and include a question in the survey concerning the embedded item.
- Use a random drawing format by selecting a correct answer winner to receive a prize of nominal (non-taxable) value.

- Include “I Won!” wording on the prize to attract the curiosity of other employees (backpacks, lunch coolers, hats, tee-shirts, planners, etc.)