

The MOBE Pharmacist.

Going beyond traditional medication management approaches, even those considered holistic or comprehensive.

At MOBE®, comprehensive medication management isn't about replacing, duplicating, or competing with the support members receive from their health care providers. It's about complementing and adding to those services—and delivering whole-person medication management at an even deeper, more personalized level.



Key differences:



The gift of time.

On average, MOBE Pharmacists spend 45 minutes on the first appointment and often spend an additional 45 minutes researching and documenting the best course of therapy. Based on a clinical assessment of each member's unique needs, a Pharmacist will recommend a customized follow-up cadence moving forward.



Coordinated efforts for the whole person: lifestyle guidance.

Lifestyle affects a person's health and their response to medications, as well as their ongoing need for them. So nutrition, sleep, physical activity, and emotional health are all addressed in tandem by a MOBE Guide. Guides and Pharmacists create a unified and personalized support-team experience.



A clinical Pharmacist for everyone.

Every MOBE participant can have a relationship with an experienced, dedicated, licensed, MOBE Pharmacist who gets to know them, their goals, and challenges—human to human. It's not limited to the very sick or elderly. And it's not billable medication therapy management based on specific criteria.

A MOBE Pharmacist's work: patient-centered care.

MOBE Pharmacists deliver a coordinated and advanced level of care. They work directly with people and their providers to optimize outcomes for the whole person and all their conditions—using the best course of medication therapy for each individual, and informed by each person's evolving lifestyle change. They get to know every person and focus on resolving issues and supporting clinical and personal health goals. They educate people on how medicines work in the body, how to take them, and any potential risks or side effects. And rather than setting up a limited number of touchpoints per year, MOBE Pharmacists provide ongoing support.

As you'd expect, MOBE Pharmacists do this:

General medication therapy management.

- Review current list of medications.
- Check for drug interactions or duplicative therapies.
- Improve adherence and access.
 - Assess regimen for more affordable options.
 - Help investigate programs that synchronize med refills.
 - Answer any questions a person may have.



But MOBE Pharmacists ALSO do this:

Get to know each person, digging in deep.

- Identify the individual's goals of therapy, overall and for each health issue.
- Evaluate everything a person is taking including prescriptions, over the counter, alternative or herbal therapies, as well as vitamins and dietary supplements.
- Help the person understand the role of each medication—what it's for and what benefit it's meant to have.
- Assess the effectiveness of each medication in delivering expected results, and consider the impact on comorbidities and other health and lifestyle considerations.
- Review the clinical history and what's been tried.
- Assess lab and test results, current and past.
- Address social and emotional barriers—cost, lack of knowledge, poor lifestyle fit.
 - Research assistance programs for necessary medications if needed.

Develop a personalized plan.

- Consider everything above and spend time researching and evaluating evidence in the person's best interest.
- Create a plan for each MOBE participant to reach specific outcomes.
- Determine whether monitoring is necessary and suggest a follow-up cadence.
- Pivot and align to each person's needs.

Provide recommendations and initiate the plan.

- Deliver a summary of recommendations with explanations, expectations, and next steps so the person is confident discussing with their providers. [Click to view](#)
- Fax a summary to providers, and call when necessary, with recommended medication regimen changes based on what the MOBE participant (the patient) has said. [Click to view](#)

Follow up with the individual and their providers.

- Collaborate with the MOBE Guide and the MOBE participant's providers. For transparency, share a summary and an accurate, comprehensive medication list across providers and prescribers.
- Stay connected. Respond to chat messages from the MOBE participant in the MOBE Health Guide app and have follow-up calls as needed.

MOBE Pharmacist credentials:

- Doctor of Pharmacy graduates with experience or post-graduate training in comprehensive medication management.
- Many are board certified by the Board of Pharmacy Specialties.
- All hold certificates in Pain Management.
- Licensed appropriately, per state regulation(s).

A relationship with a MOBE Pharmacist is a significant benefit for people who:

- Have not reached or are not maintaining their intended therapy goals
- Are experiencing adverse effects from their medications
- Have difficulty understanding and following their medication regimen
- Need preventive therapy
- Take multiple medications
- Supplement their meds with herbals
- Have multiple prescribers
- Have a goal to stop using their meds

The MOBE-identified population: where MOBE Pharmacists and Guides can make the greatest impact.

Within your commercial population, MOBE's algorithm identifies a subset with health concerns and care-seeking patterns that drive high costs. Despite their frequent use of health care services, this subset population is on a path toward even poorer health. People in this group use significantly more prescription medications than the average person. They use more complex medicines, and in greater combinations. And they are also using over-the-counter drugs, dietary supplements, and herbals, which can increase the risk of medication interactions and health complications. For this group, a relationship with a MOBE Pharmacist can have important and life-changing impacts.

People identified for MOBE use more prescription drugs than others in a commercial population.

MOBE Pharmacists uncover potential medication overuse and assist providers in appropriate de-prescribing.

94% of people who talk with a MOBE Pharmacist receive at least one change recommendation.

15% reduction in Rx use—Average result of working with a MOBE Pharmacist.

People identified for MOBE use prescription drugs in a more complex manner and at a higher rate than others.

MOBE Pharmacists are particularly valuable to people identified for support because they typically use classes of drugs that increase the risk for cognitive dysfunction and memory issues, negatively impact stability, can cause abnormal neurologic sensations, and more.

25% are taking a combination of medications that can impair cognition and negatively affect multiple aspects of daily life, resulting in additional med use.

Prescription drug use is higher for MOBE-identified individuals than the general population.

Drug class	% of people identified for MOBE using	% of use compared to general population
Statins	25%	▲ 16%
PPIs	19%	▲ 15%
Antidepressants	20%	▲ 14%
Anticonvulsants	17%	▲ 14%
NSAIDs	19%	▲ 14%
Corticosteroids	16%	▲ 11%
Thyroid	15%	▲ 10%
Benzos	15%	▲ 10%
Antianxiety agents	12%	▲ 10%
Central muscle relaxants	11%	▲ 8.5%

60%
are taking 3+ chronic Rx meds.

More than
25%
are taking 5+ chronic Rx meds.

Client claims analysis over a 12 month period, 2023.

Deeper guidance beyond the doctor's office is critical.

Most people in this group have multiple prescriptions from multiple providers, so it's unlikely that anyone is keeping a careful eye on the big picture. Which means that no one may be watching for adverse interactions, addressing side effects, or phasing out meds that are no longer needed.

More than **25%** are receiving meds from three or more prescribers.

Stepping into the medication management gap.

Even people with frequent provider visits aren't getting the medication guidance they need:

- Physicians and other prescribers rarely have time to discuss medications in depth (even though people assume their doctor understands all the medicines they take).
- Retail pharmacists don't usually have time, space, or the full picture to critically evaluate individual needs.
- Over-the-counter medications, herbals, and supplements often don't show up on medication lists accurately, so they are left out of any medication evaluation.

In 2020, MOBE commissioned the [Chronic Care Action Index](#) in partnership with YouGov, validating the gap in care expected for and by patients. We found that despite multiple provider appointments, a disconnect between discussions and post-appointment actions was identified, especially for respondents with two or more chronic conditions.

When asked which topics were easy to understand after discussing with their doctor, **53%** didn't feel additional steps for improving health were clear.

Only **30%** of health care professionals believe patients accurately follow the guidance they were given during their appointment.



My doctor tells me what I need to take, but he doesn't break it down the way my MOBE Pharmacist Erika does. We go through all the medications I'm on. She explains it and lets me know why I'm taking it and how to have it work better. I was on six medications, and now I'm only on two.

— Lauren, MOBE participant

I shared the things my MOBE Pharmacist Kristine shared with me with my providers. I was able to print it out, too, which was really cool. I could see what she recommended. They were surprised that she would know about the natural supplements. And she did. That was helpful, and it impressed both of my providers.



— David, MOBE participant

Let's talk.

Comprehensive medication management can be a powerful tool for better health and reduced costs. Continue the conversation with MOBE and learn even more about how MOBE Pharmacists are a superpower differentiator built into the program.



Let's connect. | inquiries@MOBEforlife.com

MOBEforlife.com

Our testimonials are from real people who have participated with MOBE but may not be typical. Because every individual is unique, each situation is distinct. Results will vary based on factors including individual goals and participation levels.

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