



State of the industry

**Priorities in behavioral health,
strategies for addressing them with
pharmacy and today's drug trends**

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As your behavioral health organization plans for the future, you're faced with a unique challenge: How to balance your team's priorities while addressing concerns related to industry changes, increased demand and staffing shortages.

In its latest State of the Industry, Genoa Healthcare® explores the top priorities behavioral health organizations like yours are taking on in 2024, strategies you can leverage to address them and today's drug trends.



Priorities in behavioral health

As behavioral health organizations look ahead, many are prioritizing providing value-based care, planning for growth and navigating new treatment options.

1

Providing value-based care

A recent survey found that nearly 60% of behavioral health, primary care and complex care providers reported that their organization currently offered or had plans to begin offering integrated care to the people they serve – an increase of 7% from 2020.¹

As the momentum for delivering integrated, whole-person care is increasing, so are value-based care models, which reimburse providers based on their patients' health outcomes and overall quality of care.²

Models like the Centers for Medicare and Medicaid Services' new Innovation in Behavioral Health (IBH) Model set out to coordinate person-centered, integrated care for people living with behavioral health conditions and substance use disorder. Under the IBH Model, participating providers will be compensated for delivering a broad spectrum of services, including behavioral health treatment and care coordination, with the hope that it drives increased demand for value-based contracting, performance measurement and data sharing among organizations.³

With this increase in value-based care models comes an increased need for providing data, such as consumer medication adherence rates, that supports them. A recent survey found that only 59% of behavioral health organizations can effectively organize their data by setting, program and service, and only 50% say they can leverage their data to support a value-based care model.⁴

Only 50% of organizations say they can leverage their data to support value-based care.



2 Planning for growth

In a recent survey, 65% of respondents in the industry reported that their organization has plans to grow or expand services this year. Expanding services can help teams differentiate revenue drivers, qualify for future grants and support increased demand for care. As they plan for increased services, today's leaders will need to ensure their staffing levels can adequately support them.⁴

3 Navigating new treatment options

The FDA approved 55 novel drugs in 2023 alone.⁵ As treatment options advance, behavioral health organizations are looking for ways to build access to – and keep their staff on top of – new drug launches, and ensure their consumers are staying on track with their medications.

Address your priorities with a dedicated pharmacy partner

A dedicated pharmacy partner, like Genoa, can help you address your top priorities, by supporting your clinic's efforts to provide integrated, whole-person care, drive growth and navigate new treatment options.

Support your value-based model with better, more personalized data

Offering on-site pharmacy care can round out your organization's whole-person care approach, breaking down treatment barriers and boosting medication adherence for the people you serve and ensuring real-time adherence problem solving. A pharmacy partner like Genoa can also offer medication adherence data to showcase your consumers' health outcomes and support your value-based model. People using Genoa experience 90% medication adherence rates compared to 50% at traditional retail pharmacies and have 18% fewer emergency room visits and 40% fewer hospitalizations.⁶



Expand services and improve satisfaction with on-site pharmacy support

As your organization evaluates opportunities for growth, consider adding on-site pharmacy support to your list of services. With an on-site pharmacy, you have a pharmacist on your care team who can connect with your patients between appointments and reduce burdens for your staff. On-site pharmacies have been shown to help improve patient and provider satisfaction, reduce total cost of care and even drive better outcomes.⁷ They can also help you differentiate revenue drivers and set you up for future grants.

As you expand, Genoa can provide support by taking on your consumers' medication management so your staff can focus on what they do best. Our teams can even assist with prior authorizations and patient-assistance program applications and fill and administer long-acting injectables (LAIs) where authorized by law.

On-site pharmacies have been shown to:



Improve patient and provider satisfaction



Reduce total cost of care



Drive better outcomes

Navigate new treatment options with a medication expert on your care team

Nearly 80% of patients see their pharmacist as an integral part of their care team.⁸ With an on-site pharmacy, your team members can collaborate closely with an additional team of experts right down the hall. Pharmacists specialize in understanding medication regimens and can help your staff and consumers ensure that medications are prescribed and taken safely and effectively.

With their comprehensive understanding of a patient's medication profile, an on-site pharmacist can help your physicians make sound clinical interventions by providing insights into how medications prescribed by other providers may interact or affect their patient's treatment plan. This increased collaboration can help improve patient outcomes and enhance their overall quality of care.⁶

Beyond providing an on-site resource for your team members to leverage, Genoa pharmacies can help secure limited-distribution medications to ensure your consumers have access to new therapies or options they may not have access to elsewhere. The organization's nationwide footprint drives better cost savings for drug procurement and important services like free mailing and packaging.



Drug trend report

Staying on top of new drug launches can be difficult. Review our roundup of the latest drug trends for an overview on the newest updates and subscribe to Genoa's CARE Journal at www.genoahealthcare.com/stay-connected for more insights.

Brand name drug launches

Uzedy™: Uzedy is a long-acting injectable (LAI) form of risperidone that treats schizophrenia in adults

- Profile: Uzedy combines the established risperidone molecule – one of the most frequently prescribed atypical antipsychotics for the treatment of schizophrenia – with delivery technology that controls the release of risperidone over time. It's administered subcutaneously in the abdomen or upper arm every one or two months, depending on the prescription.⁹
- Clinical results: A clinical study found that once-monthly Uzedy significantly reduced the risk of schizophrenia relapse. It also helped the majority of patients maintain stability, remain relapse-free after 24 weeks and achieve and experience improved symptoms.¹⁰
- Safety: Common side effects include a lump or itching at the injection site, slow movements, stiffness, shaking, restlessness, abnormal muscle contractions or movements, drowsiness, dizziness, anxiety, blurred vision, nausea, vomiting, indigestion, diarrhea, increased saliva, constipation, dry mouth, increased appetite, weight gain, tiredness, rash, and common cold symptoms.¹¹
- Availability: Uzedy is available now at Genoa pharmacies.

Exxua™ (gepirone tablet, extended-release): Exxua is a new oral extended-release tablet that treats major depressive disorder (MDD) in adults.¹²

- Profile: The first antidepressant of its kind, Exxua selectively targets the serotonin 1A receptor, which regulates a person's mood and emotion.¹³
- Clinical results: Clinical trials found that Exxua significantly reduced symptoms of depression with an acceptable side effect profile. Its label does not contain Adverse Reactions or Warnings related to weight gain or sexual dysfunction.¹³
- Safety: Common side effects of Exxua include dizziness, nausea, headache, trouble sleeping, stomach pain, and upset stomach.¹⁴
- Availability: Genoa will continue to monitor product availability upon commercial launch.

Generic drug launches

Pradaxa® (dabigatran etexilate mesylate): Alkem and Camber launched a generic version of Pradaxa® (dabigatran etexilate mesylate).

- Profile: The capsule reduces the risk of stroke and blood clots in the legs or lungs in adults living with nonvalvular fibrillation. It works by blocking thrombin, an enzyme that acts as the blood's central clotting agent.¹⁵
- Availability: This treatment is now available at Genoa pharmacies.

Risperdal Consta® (risperidone): Teva launched a generic version of Janssen's Risperdal Consta® (risperidone) long-acting injection.

- Profile: Risperdal Consta (risperidone) is approved to treat schizophrenia and other psychotic disorders alone or together with other medication (e.g. lithium or valproate). It works by helping to restore the brain's balance of certain natural substances.¹⁶
- Availability: This treatment is now available at Genoa pharmacies.



Learn more

Want to learn more about this year's drug trends or how a partnership with Genoa can help your organization reach its goals? Visit www.genoahealthcare.com.

About Genoa

Dedicated to serving and celebrating people from all backgrounds, Genoa Healthcare has provided hands-on, personal pharmacy services to people living with behavioral health and other complex conditions for over 20 years. We partner directly with clinics, communities and health plans to meet our consumers where they are, so it's easier for them to get — and stay on — their medications.



Information in this white paper was accurate at the time it was published. The information provided in it does not, and is not intended to, constitute legal advice. All of the information, content, materials, and links to third-party websites provided are intended for general informational purposes only.

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