

Informulary

Great news about your drug plan!

Employee Engagement and Mobile Health Technology

Canadian patients and plan members are following a global trend, by demanding access to more personal information from their healthcare providers.

A wave of new mobile-centric applications and wearable devices are entering the market, aimed at improving patient engagement and overall health outcomes. With popular platforms like WebMD, patients today have access to an encyclopedia of data to become more informed about their health and potential risks than ever before. The FDA predicts that 1.5 billion people with smartphones will have medical apps installed by 2018¹.



Smartphones as a Health Tool

Mobile health technology—or Mhealth—offers the potential to improve the sometimes silo-approach to healthcare and health management, as well as incorporate innovative technologies to decrease costs through virtual care and removing margins of error through automation.

Canadians are getting more comfortable with using their smartphones as a health tool. A recent Benefits Canada study highlights this development, with 57% of respondents stating they believe that digital health technology could improve their health or well-being². Plan administrators across the country have developed health benefit apps and their user populations are growing; currently at 51%, up from 32% in 2013³.

With mobile technology a key priority for companies in Canada, there is an evolving opportunity to create enhanced engagement and awareness in employee health through technology.

- ♦ Mobile applications and game-like engagement techniques (gamification) have become popular choices for prevention and wellness strategies, creating a culture of informed plan members.
- ♦ Mhealth offers the opportunity to get higher levels of engagement with employee populations to help members make choices that are aligned with plan sustainability.

Our DrugFinder

Reformulary's DrugFinder tool has been a widely used resource for plan members (consumers). Using DrugFinder, employees can look up the preferred and non-preferred drugs available in their drug plan, along with alternative drug choices, making it easy to switch to drugs that provide the best value. DrugFinder incorporates the recommendations of our expert clinical committee, which conducts an objective review of each drug's clinical and cost-effectiveness value. As a pioneer in this space, we are excited about our upcoming innovations that will make it even easier for plan members to look up drugs on the go—stay tuned! 

References

1. "Geller, Jay. "Food and Drug Administration Issues Final Guidance on Mobile Medical Applications." *Journal of Clinical Engineering* 39.1 (2014): 4-7. FDA, 9 Feb. 2015. Web. 15 Mar. 2016.
2. "47% Happy to Be Diagnosed by Digital Health Technology." Benefits Canada, 16 Dec. 2015. Web. 15 Mar. 2016.
3. "56% of Employers Use Mobile Technology to Support Employee Health: Survey." Benefits Canada, 8 Mar. 2016. Web. 15 Mar. 2016.

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