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**New Study Published in Journal of American Medical Directors Association
Highlights the BrightSpring Health Services CCRx Program for Medication Management,
Including Superior Study Outcomes and a 73% Reduction in Hospitalization Rate Achieved**

Louisville, Ky. (November 20, 2023)— BrightSpring Health Services (“BrightSpring”), a leading provider of complementary and integrated home and community-based pharmacy and health services for complex populations in need of specialized or chronic care, today announced the publication of a new [study](#) in the *Journal of American Medical Directors Association (JAMDA)*. The study, led by William Mills, M.D., BrightSpring’s Senior Vice President of Medical Affairs, highlights the benefits of the Continue CareRx Program (CCRx), a medication therapy and risk management program to keep patients healthier at home with fewer emergency room and hospital visits and fewer adverse health events.

“The findings from this study are resounding proof of how integrating our company’s dual pharmacy and provider services expertise can uniquely help individuals with complex health care needs stay healthier at home,” said Dr. Mills. “Through CCRx, we are meaningfully improving health care outcomes for the patients we serve and helping them live a better life with innovative and high-touch patient programs.”

Launched by BrightSpring and PharMerica in 2021, CCRx is a novel and effective home-based medication management program that includes patient and home assessments, initial and ongoing medication review and reconciliation, medication synchronization, user-friendly adherence packaging, and direct patient engagement and education by pharmacists and clinicians. The program directly helps patients mitigate the sometimes life-threatening risks of medication nonadherence.

According to Dr. Mills’ research, patients do not take their medicines as prescribed 50 percent of the time, and 33 to 69 percent of medication-related hospital admissions in the United States are due to poor medication adherence¹, at a cost of approximately \$100 billion a year. Researchers hypothesized that home health patients utilizing the CCRx program may have lower hospitalization rates.

¹ Berg JS, Dischler J, Wagner DJ, Raia JJ, Palmer-Shevlin N. Medication compliance: a healthcare problem. *Ann Pharmacother.* 1993 Sep;27(9 Suppl):S1-24. PMID: 8400462.

Senst BL, Achusim LE, Genest RP, Cosentino LA, Ford CC, Little JA, Raybon SJ, Bates DW. Practical approach to determining costs and frequency of adverse drug events in a health care network. *Am J Health Syst Pharm.* 2001 Jun 15;58(12):1126-32. doi: 10.1093/ajhp/58.12.1126. PMID: 11449856.

McDonnell PJ, Jacobs MR. Hospital admissions resulting from preventable adverse drug reactions. *Ann Pharmacother.* 2002 Sep;36(9):1331-6. doi: 10.1345/aph.1A333. PMID: 12196047.

Between May 1, 2021, and March 31, 2023, 113 home health patients whose insurance covered the program were enrolled in CCRx. Home health patients ineligible for the program due to a non-covered pharmacy insurance benefit made up the control group (n=21,304). Hospitalization rates were calculated in both groups.

The results of the study found that by implementing CCRx, home health recipients experienced a hospitalization rate 73.1 percent lower than those in the control group.

“CCRx can help our industry address the rising cost of medication-related hospital admissions and bolster patients’ medication adherence levels—all of which will lead to better health outcomes,” said Dr. Mills. “Medication management is foundational and a critical service for individuals with complex care and home health needs.”

“I am proud of the work BrightSpring is doing to find and deliver innovative solutions to improve health outcomes and quality of life for so many people with real and important needs,” said Jon Rousseau, BrightSpring President and CEO. “Medication challenges and non-adherence are a leading cause of emergency room visits and hospitalizations in the U.S., for which we have a customized and proven solution with dramatically positive results available to any patient nationwide. The successful CCRx study is another example of the very positive quality results achieved through our services and by combining BrightSpring’s home health care and medication management solutions for a better outcome.”

Read more about the study and outcomes [here](#).

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About BrightSpring Health Services: BrightSpring Health Services is the parent company of leading service lines that provide complementary and integrated home- and community-based pharmacy and health solutions for complex populations in need of specialized or chronic care. Through the company’s service lines, including pharmacy, primary care and home health care, and rehabilitation and behavioral health, we provide comprehensive care and clinical solutions in all 50 states to over 350,000 customers, clients and patients daily. For more information, visit brightspringhealth.com. Follow us on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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