You're Invited to a
Complimentary Luncheon Seminar

California Partnership for Access to Treatment (CPAT)

Tuesday, June 21, 2011
Riverside, CA

Script Your Future:
The Importance of Medication Adherence

Dr. Michael Negrete, PharmD
Chief Executive Officer

Elaine Linn
Sacramento Coordinator
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Monday, June 20, 2011
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Script Your Future:
The Importance of Medication Adherence

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Learning Objectives

• Define “medication adherence”
• Describe the human and financial costs associated with medication non-adherence
• List the five dimensions of medication adherence
• Describe the message platform of NCL’s “Script your Future” campaign
• Review the campaign’s history and goals
• Identify the strategies that are being used to achieve the campaign’s goals
What is Medication adherence?

“The degree to which the person’s behavior corresponds with the agreed recommendations from a health care provider.”

– World Health Organization
Medication adherence in the US

Only ~50% of the 1.8 billion prescriptions dispensed annually in the US are taken correctly.
Types of Medication Non-Adherence

- 100% Rx Prescribed
- 88% Rx Filled
- 76% Rx Taken
- 47% Rx Continued

American Heart Association: Statistics you need to know.
Adherence with Antihypertensive Medications

Among hypertension patients alone, an estimated 89,000 premature deaths per year could be avoided with appropriate medication treatment.

Adherence with Antihypertensive Medications

[Graph showing the percentage of continued use of different medications over time after initiating treatment.]

Medicine partnerships. Cramer J. *Heart* 2003;89:ii19-ii21 doi:10.1136/heart.89.suppl_2.ii19
Up to 54 percent of children suffering from asthma do not take medications as prescribed, which has been correlated with functional impairment, emergency department visits, and school absences.


Adherence with Diabetes Medications

- Diabetes patients with poor medication adherence have a 30 percent yearly risk of hospitalization, as opposed to a 13 percent risk for those who accurately follow prescriber guidelines.*

- Total annual healthcare spending for a diabetes patient with a low level of medication adherence ($16,499) is almost twice as much as for a diabetes patient with a high level ($8,886).^

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The Total Cost of Medication Non-Adherence

Poor medication adherence costs the US $100-$290 Billion per year in wasteful healthcare spending.

http://www.nehi.net/publications/54/compact_action_brief_improving_patient_medication_adherence
Causes of Medication Non-Adherence

Adherence is a multidimensional phenomenon determined by the interplay of five sets of factors, termed “dimensions” by the WHO.

American Society on Aging and American Society of Consultant Pharmacists Foundation
Causes of Medication Non-Adherence

• Condition-related factors
  – “Silent” conditions
    • No symptoms to remind people to take their medications

• Therapy-related factors
  – Absent or delayed perceivable positive effects
  – Annoying side effects
  – Administration technique
  – Overly complex regimens
Causes of Medication Non-Adherence

• Social & Economic factors
  – Low literacy
  – Poor/nonexistent social support
  – Family instability
  – Homelessness
  – Lack of insurance coverage
Causes of Medication Non-Adherence

• Healthcare system-related factors
  – Barriers created by the healthcare system
    • Difficult appointments/follow-up
    • Lack of provider continuity
    • Cost/coverage challenges
      – Formulary
      – Prior Authorization
      – Co-pays
Causes of Medication Non-Adherence

- Patient-related factors
  - Physical
    - Hearing
    - Vision
    - Cognition/memory
  - Psychological/behavioral
    - Knowledge
    - Motivation
    - Self-efficacy
    - Dexterity
    - Swallowing
    - Mobility
Script Your Future
Medication Adherence Campaign
Why Medication Adherence?

1 out of 3 people never fill their prescriptions

Nearly 45% of the population has one or more chronic conditions that require medication

COSTS AMERICANS $290 BILLION PER YEAR

Nearly 3 out of 4 Americans don’t take their medications as directed

More than 1/3 of medication-related hospital admissions are linked to poor adherence
Campaign History

- Planning began in 2008, with support from the Agency for Healthcare Research and Quality (AHRQ).

- Since then, NCL has organized meetings and working groups with more than 110 stakeholder organizations.

- 80+ Committed Partners from leading health care, consumer, insurance, business, and pharmaceutical organizations, as well as government agencies and adherence researchers.
Research on Adherence

- There is no single non-adherent personality type
- There are many barriers to adherence
Message Testing

- Fear/Consequences
  - “Left untreated, chronic disease may have serious health consequences.”

- Impact on family
  - “If you are sick or die, you cannot take care of your family and will miss out on major life events.”

- Control
  - “You can be empowered to play an active role in your disease management.”
Having a chronic disease can rob you of a long and full life... if you let it.

The fact is, you have a choice. You can work with your health care professionals to understand your condition and what you can do to manage it – starting with taking your medication as directed – or you can give up a part of your future.

If you don’t take your medication as directed, you’re putting your health at risk and jeopardizing your chance to experience countless joyful milestones with the people you love.

It’s up to you. Take your medication and take back your future.
Campaign Overview

National & Targeted Campaign

- Six target markets:
  - Baltimore
  - Birmingham
  - Cincinnati
  - Providence
  - Raleigh
  - Sacramento

Objective
To increase adherence by raising consumer awareness of the importance of taking medication as directed

Patients with chronic conditions
(and their family caregivers)
- Respiratory Disease
- Cardiovascular Disease
- Diabetes

Health Care Professionals

Campaign Launch
Health Care Professionals, March 2011
Consumer, May 2011 — 3 year+ campaign
CONSUMER ENGAGEMENT MODEL

- Online Patient Communities
- NCL Website
- HealthVault
- Digital
- Retail / Pharmacy
- Bag Stuffers
- Poster
- Home
- Branded Reminders: Refrigerator Magnets, Calendars, etc.
- Waiting Room Videos
- Exam Room Hangers
- Poster & “Take One” Card
- Media and Advertising
- Clinic / Doctor’s Office
- Partnerships
- SMS Rx Reminders
- Mobile
- iPhone App
- MSN Mobile
- Script Your Future
- CVS Caremark
- American College of Cardiology
- Thomson Reuters
- WebMD
- at&t
- Drugs.com
- msn Mobile
- Costco
- bing
- MSNBC
- HealthVault
Campaign Activities

- Health Care Professional Website:  
  March 2011  
  www.scriptyourfuture.org/hcp/

- Consumer Website and Materials:  
  May 2011  
  Media event and Webinar featuring U.S. Surgeon General Dr. Regina Benjamin  
  www.scriptyourfuture.org

- Local media events:  
  May/June/July 2011

- National Pharmacists’ Month/Pharmacy Educator Week:  
  October 2011
YOU DO A LOT FOR YOUR PATIENTS
Sacramento: Our Stakeholders

Our stakeholders:

- Local chapters of national partner organizations
- Health care stakeholders

*Pharmacists*  Community Clinics
*Physicians*  *Pharmacy Students*
*Patient Advocates*  *Caregivers*
Ethnic Groups  *Older Adults/Aging*
Business  *Pharmaceutical Industry*
*PBM*s  Hospitals
*Nurses*  Medical Groups
Allied Health Professionals  *Retail pharmacy chains*
*Disease States – Diabetes, Respiratory, Cardiovascular*
Phase 1 in Sacramento

- Giveaways – Wallet cards/pledge and wrist bands
- Downloadable templates, articles and web buttons
- In Doctor’s Offices/Clinics
  - Paid advertising/30: TV spots on in-office network
  - Door hangers, wallet cards, posters
- In Pharmacies
  - PSAs on prescription bags, in-store circulars, in-store PA systems, hold line messages
- Presentations
  - Community, healthcare and business
- Media Launch Event
  - Press conference and community outreach
Join the Effort

- Become a committed partner
- Endorse the campaign to your local contacts
- Help identify consumer stories
- Contribute financially or through in-kind donations
- Attend the launch event on June 30
- Attend other local meetings
- Share your story
- Share the campaign widget or web button
- Distribute/display materials
Contact Information

- Elaine Linn – NCL Field Organizer for Sacramento
  - (916) 799-6438
  - elainelinn02@yahoo.com

- National Consumers League
  - www.nclnet.org

- Script Your Future Websites
  - www.scriptyourfuture.org
  - www.scriptyourfuture.org/hcp/