



**You're
Invited
to a**

California Partnership for Access to Treatment (CPAT)
Complimentary Luncheon Seminar

**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





**You're
Invited
to a**

California Partnership for Access to Treatment (CPAT)
Complimentary Luncheon Seminar

**Monday, June 20, 2011
Sacramento, CA**

**Script Your Future:
The Importance of Medication Adherence**

Dr. Michael Negrete, PharmD
Chief Executive Officer



Elaine Linn
Sacramento Coordinator



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.”

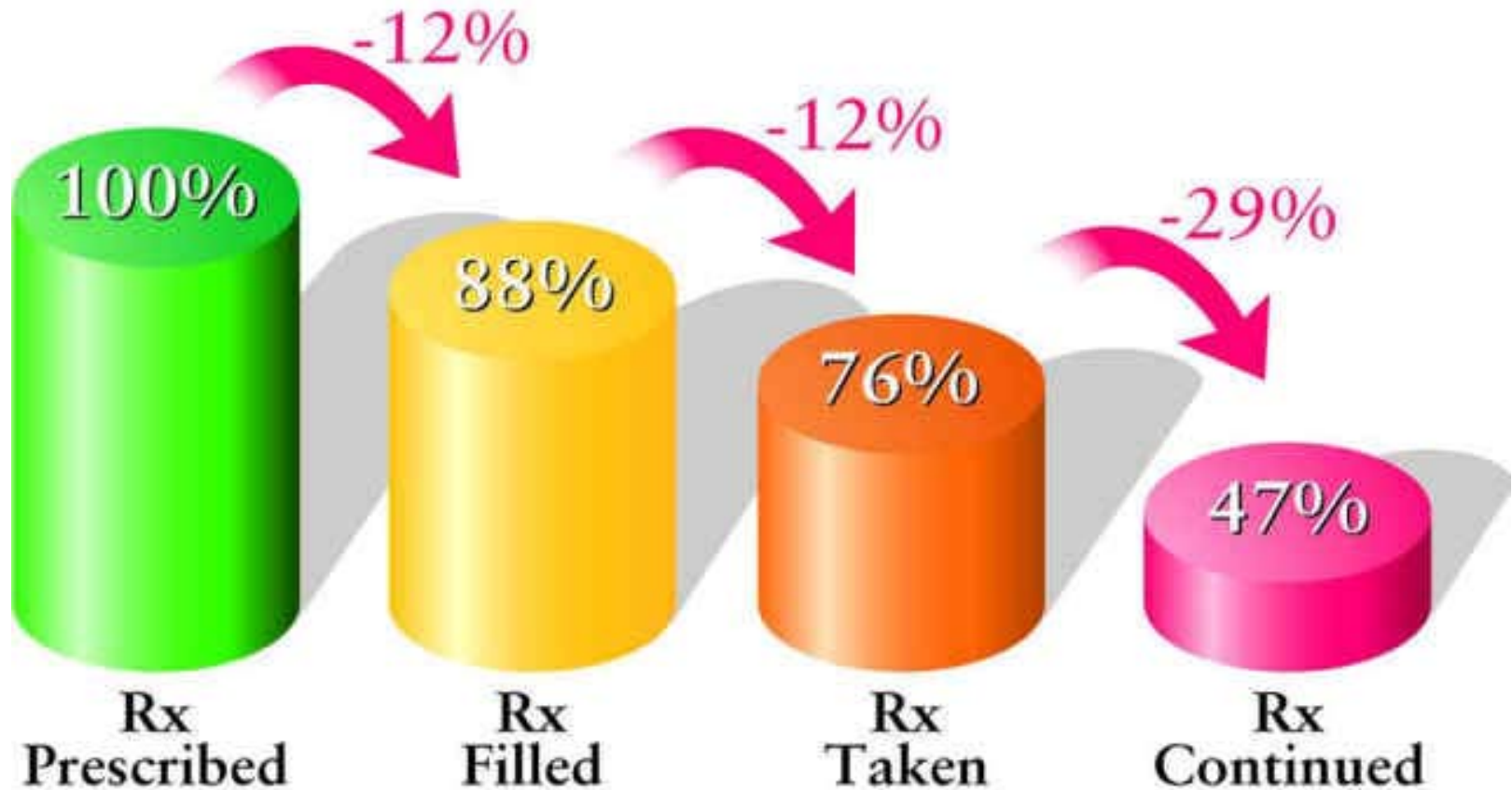
– World Health Organization

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



American Heart Association: Statistics you need to know.
http://216.185.102.50/CAP/pro/prof_statistics2.html. Accessed July 27, 2002.



Dr. Regina Benjamin
U.S. SURGEON GENERAL

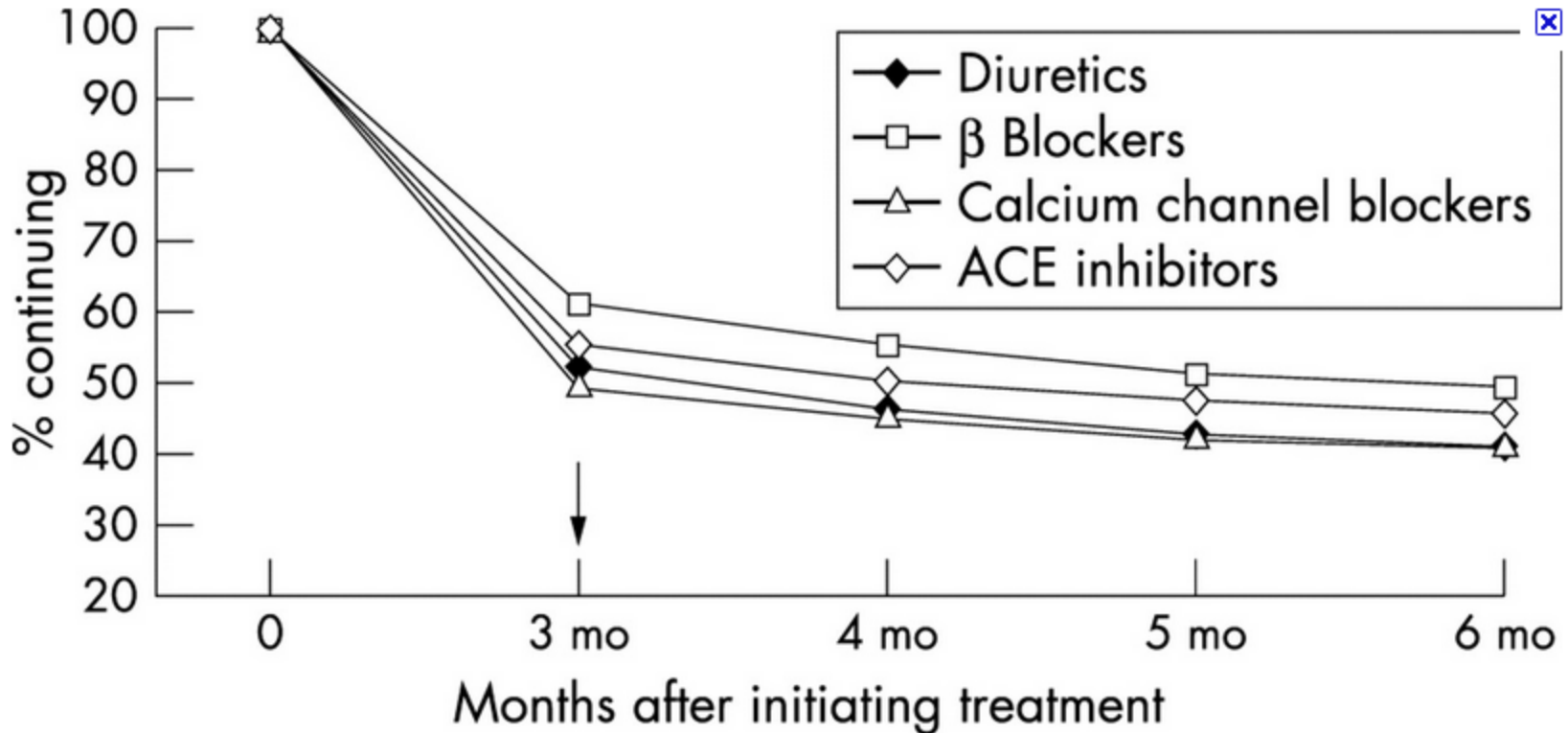
Adherence with Antihypertensive Medications



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

Cutler DM, Long G, Berndt ER, et al., The value of antihypertensive drugs: a perspective on medical innovation, *Health Aff*, 2007;26(1):97-110.

Adherence with Antihypertensive Medications



Medicine partnerships. Cramer J. *Heart* 2003;89:ii19-ii21 doi:10.1136/heart.89.suppl_2.ii19

Adherence with Asthma Medications



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.

McQuaid EL, Kopel SJ, Klein RB, et al., Medication adherence in pediatric asthma: reasoning, responsibility, and behavior, *J Pediatr Psychol*, 2003;28(5):323-333.

Walders N, Kopel SL, Koinis-Mitchell D, et al., Patterns of quick-relief and long-term controller medication use in pediatric asthma, *J Pediatr*, 2005;146(2):177-182.

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).^

*Sokol MC, McGuigan KA, Verbrugge RR, et al., Impact of medication adherence on hospitalization risk and healthcare cost, *Med Care*, 2005;43(6):521-530.

^Sokol MC, McGuigan KA, Verbrugge RR, et al.

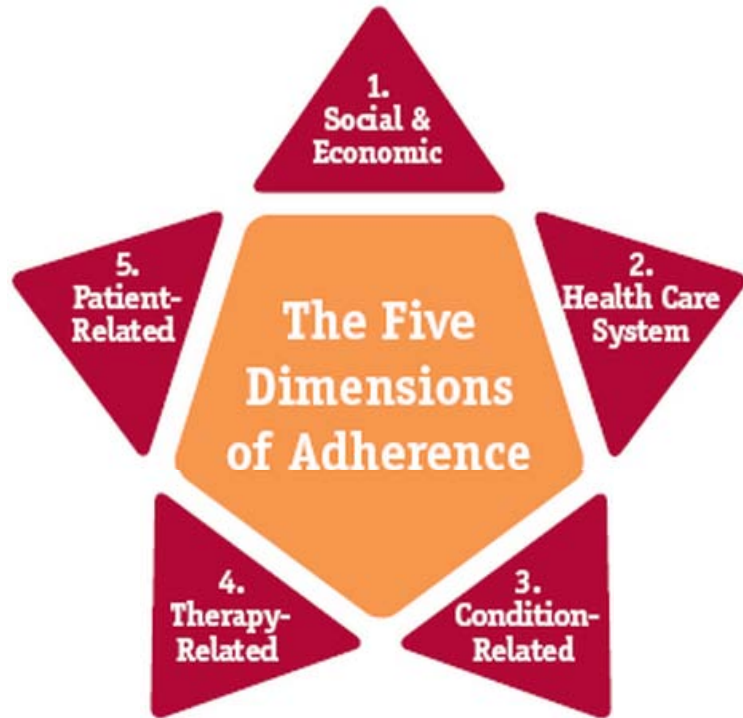
The Total Cost of Medication Non-Adherence



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

Compact Action Brief: Improving Patient Medication Adherence. New England Health Institute. 2011
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
<http://www.adultmedication.com/SocialandEconomicFactors.html>

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

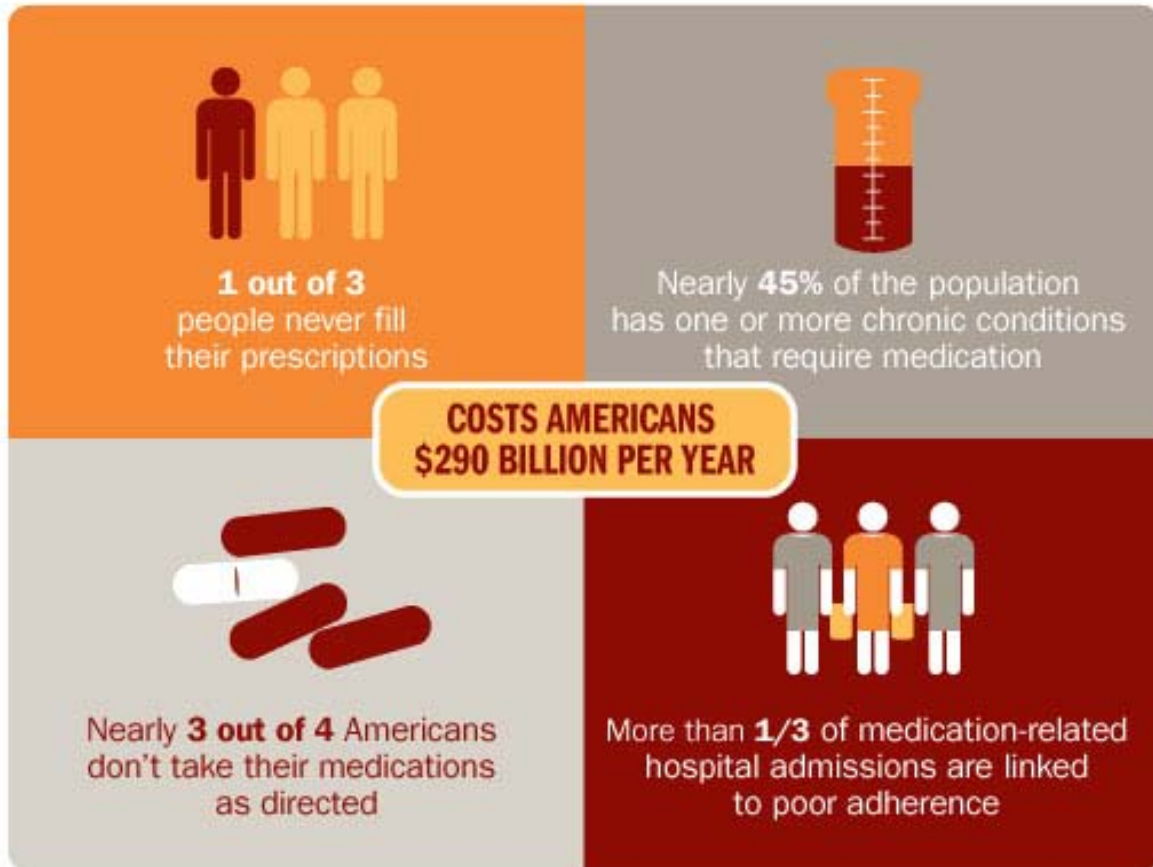
Causes of Medication Non-Adherence

- Patient-related factors
 - Physical
 - Hearing
 - Vision
 - Cognition/memory
 - Dexterity
 - Swallowing
 - Mobility
 - Psychological/behavioral
 - Knowledge
 - Motivation
 - Self-efficacy

Script Your Future
Medication Adherence Campaign



Why Medication Adherence?



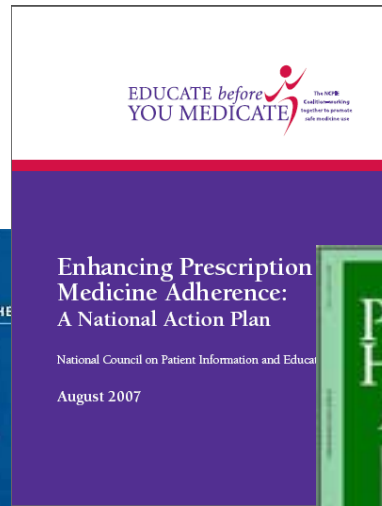
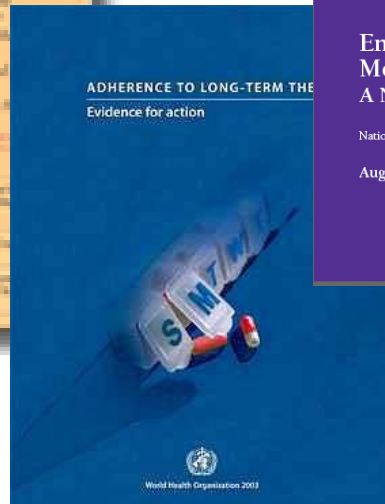
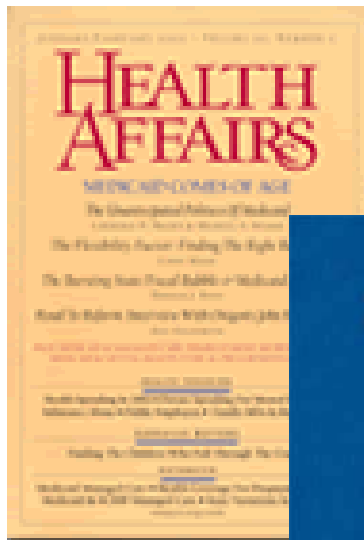
Campaign History

- 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.”





Message Platform



Having a chronic disease can rob you of a long and full life... if you let it.

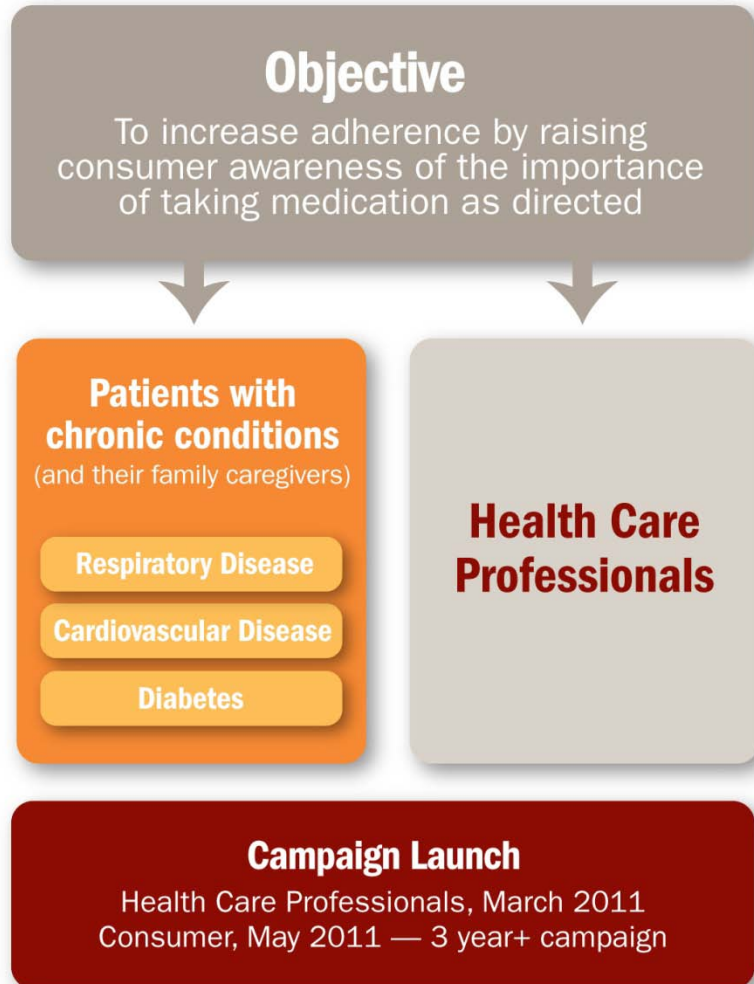
The fact is, you have a choice. You can work with your health care professionals to understand your condition and what you can do to manage it – starting with taking your medication as directed – or you can give up a part of your future.

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



Campaign Governance

NATIONAL CONSUMERS LEAGUE

Government

Operating Committee

**Chronic
Conditions
Working
Group**

**Health Care
Practitioner
Working
Group**

**Evaluation
Working
Group**

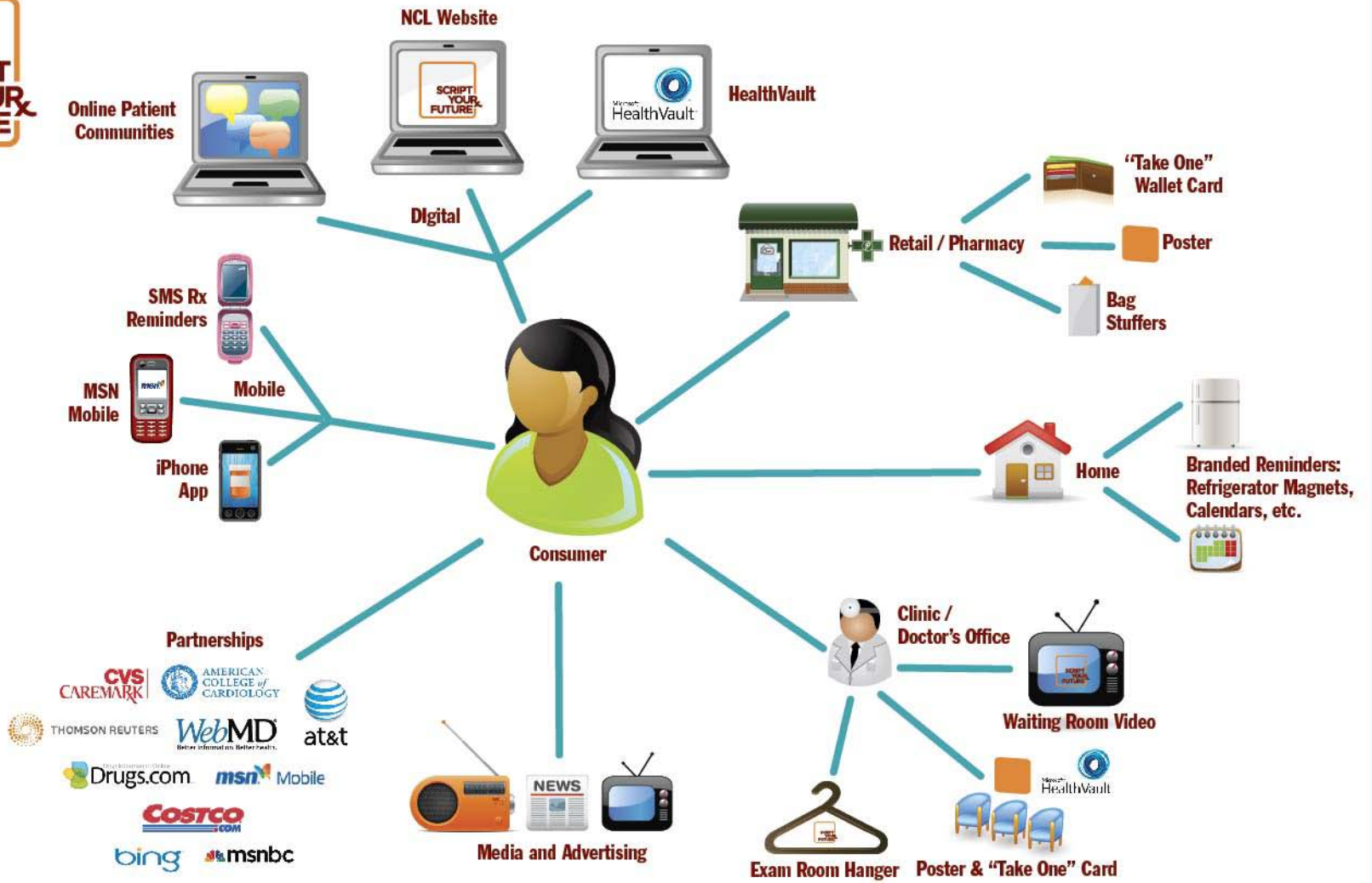
GMMB/GQR

Committed Partners



CONSUMER ENGAGEMENT MODEL

SCRIPT YOUR FUTURE



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

Physicians

Patient Advocates

Ethnic Groups

Business

PBMs

Nurses

Allied Health Professionals

Disease States – Diabetes, Respiratory, Cardiovascular

Community Clinics

Pharmacy Students

Caregivers

Older Adults/Aging

Pharmaceutical Industry

Hospitals

Medical Groups

Retail pharmacy chains



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/

