Script Your Future
Medication Adherence Campaign

Overview & Opportunities

Elaine Linn
Sacramento Field Organizer
elainelinn02@yahoo.com
Discussion Topics

- Script Your Future background and history
- Overview of campaign framework
- Priorities
- Activities
- Future programming
- Opportunities
Leader in Consumer Health

- Founded in 1899, mission is to protect and promote economic and social justice

- NCL brings together consumers, business, government, and labor

- Decades of experience helping consumers understand and use Rx and OTC medications safely
Brief Campaign History

- Planning Phase (2008-2010)
- Consumer Research & Creative Development (2010-11)
- Implementation (2011-)
- 130+ National Committed Partners; 50 Local Participants
  - Health care professional groups, consumer, insurance, business, and pharmaceutical organizations
  - Government agencies
  - Adherence researchers
  - Community based organizations and providers
  - Voluntary health organizations
  - Clinics, hospital systems and pharmacies
Research on Adherence

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

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

Script Your Future Campaign
3 Year+ Campaign

Six Target Markets
Baltimore, Birmingham, Cincinnati, Providence, Raleigh & Sacramento
Key Messages

- If you don’t take your medicine as directed, you’re putting your health – and your future – at risk.

- If you have questions about your health problem, how your medicine works, side effects or other concerns, talk to your health care professional.

- ScriptYourFuture.org provides tools and resources to help you take your medicine and take back your future.
Partnerships

CVS Pharmacy

YMCA

Walgreens Wellness Tour

Million Hearts

Managing Meds Video Challenge

Share how you can use technology to manage meds effectively and improve health and safety.

$7,500 in prizes

LEARN MORE
100+ public and private campaign partners, government agencies and adherence researchers
Resources

Consumer & HCP Websites

[Image 16x24 to 304x414]

[Image 324x24 to 713x458]
Adherence Tools

Wallet Cards:
English, Spanish, Chinese, Vietnamese

Posters

Exam Room
Door Hangers

1. What does my medicine do?
2. How and when should I take it?
3. What if I miss a dose?
4. Are there any side effects?
5. Is it safe to take it with other medicines or vitamins?

ScriptYourFuture.org
Education and Awareness

- Patients/Consumers/Clients
- Caregivers
- Community organizations
- Interprofessional groups
- Health professions students
- Health care professionals and providers
Meaningful Collaboration
Adherence Challenge

- Contest for health professions students to use campaign materials to encourage adherence: Oct. 2011, Feb. 2013

- 2013 Team Challenge
  - More than 140 schools participated, and 1,000+ participating students
  - 180 events across 35 states and DC
  - Counseled directly over 12,000 patients
  - Reached more than 3 million patients
Medication Adherence Team Challenge (2013)
Obesity and pregnancy

By Dr. Becca Geelhoed

OVERWEIGHT AND obesity has become a major public health issue in the United States. Obesity is characterized as a state of excess body fat. The most widely used method to gauge obesity is the body mass index, or BMI (which calculates your BMI, go to www.cdc.gov/bmi-calculator). For men and women alike, obesity contributes to an increased risk of health conditions such as stroke, cardiovascular disease, hypertension, diabetes, osteoarthritis, respiratory disease, and cancer. Women who are overweight or obese are also likely to experience complications of pregnancy, such as high blood pressure or diabetes. Obesity during pregnancy may also cause the following potentially unfavorable effects:

- **Maternal health:** Obesity in pregnancy increases the risk of developing diabetes, hypertension, high cholesterol, and heart disease.
- **Fetal health:** Obese mothers have a higher risk of delivering a large baby, which may increase the risk of complications during delivery. Large babies may also experience health problems like obesity and diabetes later in life.
- **Pregnancy outcomes:** Obesity during pregnancy increases the risk of preterm birth, low birth weight, and stillbirth.

Please take your meds!

Upwards of 20 million readers
Evaluation

- Benchmark Surveys
  - National - 1,300 patients, telephone survey
  - Target Markets – 1,800 patients, telephone survey
  - Key Findings
    - Communication about adherence between patients and HCP could be improved;
    - Most useful tools are question lists, reduced co-pays, automatic refills and 7-day pill boxes

- Quantitative and qualitative communications metrics
  - Web analytics
  - Media coverage
  - Committed Partner Engagement

- Research and Data Partnerships
  - Pharmacy claims data, national and target-market specific
What’s Next-Nationally?

- Policy engagement – Recognize efforts to advance adherence
  - Affordable Care Act implementation
    - More people will have better access to care and medications
    - Improved access leads to increased diagnoses
    - Medication Therapy Management is expanded for Medicare
    - Accountable care coordination creates incentives to focus on adherence
  - Council for Affordable Health Coverage initiative
    - “Prescriptions for a Healthy America” partnership
- Ongoing target market engagement
- Challenge winners
What’s Next-Locally?

- Continue to target specific audiences
  - Community education
  - Materials and message dissemination
  - Research

- Stakeholder engagement
  - Continued partnerships
  - Convene diverse stakeholders in discussions around the importance of adherence in health care reform
  - Expand coalition representation

- Policy engagement
  - Affordable Care Act implementation – Collaboration with Assemblyman Dr. Richard Pan
Partnership Opportunities

- **Participate**
  - Become a Committed Partner
  - Engage with our network of coalition members

- **Share**
  - Educate and engage your members
  - Disseminate materials, show PSAs

- **Connect**
  - Identify and introduce Script Your Future to organizations and colleagues

- **Collaborate**
  - Incorporate adherence messaging show
  - Joint programs and events
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
  - Consumer: www.scriptyourfuture.org
  - Health Care Professional: www.scriptyourfuture.org/hcp