

Walgreens Medicare Part D Community Outreach Project

Massachusetts College of Pharmacy and Health Sciences- Boston

Project Description & Implementation Overview

The AMCP chapter at MCPHS-Boston executed a Medicare Part D Community Outreach Project in which we provided patients at a local Walgreens Pharmacy consultation on Medicare Part D. After learning of the various Medicare Part D plans in our PharmD curriculum, we felt it appropriate to help guide patients on selecting a Medicare Part D plan by providing them the necessary resources to make the decision themselves. Furthermore, we aimed to reduce any confusion surrounding selecting an appropriate plan and tried to make the process as easy as possible for the elderly population.

We began promoting the event a few weeks in advance so that the day of the event at Walgreens we would have appointments set up and paperwork prepared for these patients. We also catered to walk-ins as well. We had AMCP student pharmacist chapter members who worked for Walgreens behind the counter as they had access to patient's prescription profiles. We input their medication list and any other pertinent information into the Medicare website which then generated a listing of all plans the patient was eligible for. Afterward, we counseled the patient regarding the plans they were eligible for and explained to them the differences between the plans and answered any questions. We also provided the patients with background information about Medicare Part D and the benefits of having Medicare coverage. We created informational hand-outs for the patients explaining enrollment. Additionally, we provided patients with their ID numbers so that if they wanted to access the website later, they would have all the information necessary to do so.

Purpose of the Project

The purpose of the Walgreens Medicare Part D Community Outreach Project was:

- To assist elderly individuals in choosing the best prescription drug plan for their needs. We targeted individuals who were eligible for Medicare Part D enrollment who used Walgreens Pharmacy for their prescription needs
- To educate patients on the criteria and utility of Medicare Part D plans
- To reduce confusion associated with selecting an appropriate plan

Project Budget: Expenses and Revenues

The AMCP Chapter incurred no expenses, and had no revenue for this event.

- Flyers/Advertisements/Hand-outs that summarized general information about Medicare Part D were printed at the MCPHS copy center at no cost.
- Additional informational packets were provided by Walgreens Pharmacy
- Tables, chairs, and consultation space were provided by Walgreens Pharmacy

Who and How Many Chapter Members are Involved?

- MCPHS AMCP executive board (10 members)
 - Outlined and developed the project
 - Met with faculty to enhance our understanding of the various Medicare Part D plans
 - Created informational hand-outs summarizing eligibility criteria for Medicare
 - Contacted Walgreens in order to hold the event at this pharmacy
 - Prepared promotional materials (i.e. flyers and posters) to make patients aware of this event and increase involvement
 - Presented the project to the general AMCP chapter members to increase participation
- MCPHS AMCP general members (6-10 members)
 - Volunteered at Walgreens Pharmacy the day of the event
 - Students, employed with Walgreens, were able to access patient's prescription profiles in order to generate a listing of all eligible plans based on the patient's medication list
 - Students counseled patients on the generated list, explained the provided information, and answered any additional questions the patients had

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

- Who was the target?
 - We targeted elderly individuals that were eligible for Medicare Part D enrollment that used the selected Walgreens Pharmacy
- How did we find them?
 - We advertised at the Walgreens Pharmacy weeks in advance to inform the customers that we would be available to assist them. We also advertised the day of the event by having a few AMCP chapter members greeting patients at the entrance to the store handing out flyers explaining the purpose.
- How did we contact them?
 - Customers that were interested in this event were given an appointment when they came to the pharmacy (during our session time) or when they called the pharmacy in advance.

What Materials are Needed? Outside Resources, Ordering, etc?

- Medicare Part D Informational Hand-outs
 - To provide a generalized summary about Medicare and the process of enrolling in Medicare Part D in simple terms for the elderly as well as for the participants.
- Advertisements (flyers)
 - To inform the elderly Boston/Roxbury community of the project so they can participate in the event.
- Table/Chairs in the Pharmacy
 - To provide a professional but friendly environment in which to help and guide the customers regarding their Medicare choices.
- Folders
 - To keep all the papers regarding the customers in an organized manner. (ex: the medication lists, the possible Medicare plans, Medicare Part D informational hand-outs)

Timeline for Implementation and Execution

October 2012

- Introduction of the general project
 - A general overview was provided to the AMCP chapter members
 - A Medicare overview was presented to refresh chapter members about Medicare
 - This was done at our second general meeting in the fall semester

October – November 2012

- Medicare Part D Project was outlined and developed
 - The project was molded to fit the goals desired by the MCPHS community

November 2012

- Advisory meeting with faculty
 - A Managed Care professor on campus was contacted to provide insight/guidance regarding the project.
- Contact and confirm location
 - Local Walgreens Pharmacy that has a vast elderly population
 - Date was determined to hold our sessions
- Medicare Part D Community Outreach Project was officially presented to the MCPHS AMCP chapter members and volunteers were solicited to help at the event

November 27, 2012

- Medicare Part D Community Outreach Project was held
 - Tuesday November 27th 2012 and was separated into two sessions: one in the morning and an additional session in the afternoon.
 - Patient contact information was accessed through from their Walgreens profiles in the pharmacy by eligible personnel.
 - Their medication lists were input into the Medicare website prior to their arrival to their appointment at the pharmacy and a list of possible plans was made available to them upon their arrival.

Follow-up with Faculty Members/Volunteers/Participants

- Follow-up with faculty members of MCPHS
 - Our Managed Care professor was contacted at the end of the project and informed about the results of the project.
 - He was thanked and appreciated on his help with the project via email
- Follow-up with Volunteers
 - MCPHS AMCP members received a follow up email thanking them for their involvement in the project.
 - They were informed about the success and the recognition received from Walgreens.
- AMCP-MCPHS received recognition from Walgreens regarding the success of this event and a hope to continue in the future.

Project Evaluation:

What Went Well? What Didn't? How Would You Improve for the Next Year?

- What went well?
 - We received amazing feedback from the customers who enjoyed having us condense the information and guide them through the confusing process.
 - The students who participated in the event also enjoyed themselves because we got to apply information we learned in class to a healthcare setting.
 - Through this event, the AMCP-MCPHS chapter received recognition through Walgreens.
- What didn't go so well?
 - Sufficient planning is a key component to the success of this project. An area that can be improved for the future is to be more prepared and begin planning much sooner (i.e. allow a few months planning time).
 - Additionally, because this was our first year implementing this project we could not estimate the turn-out and did not have plan for the amount of patients who wanted to participate. Therefore, many patients advised us to hold this event for more days rather than just one.
- What would we improve on for next year?
 - We could hold multiple sessions rather than just providing our services on one day. For example, it would be more ideal to carry out this event on three to four days rather than just one in order to reach more patients. Open enrollment for Medicare Part D begins in October so we could begin holding sessions then and run them until enrollment ends in December.
 - Advertising and promoting this event is key to its success. For the future we will consider promoting this event much sooner so that more patients are made aware of this event.
 - We could also get more members of the MCPHS-AMCP community involved in the project and make it a bigger success than it already was.

Project Checklist:

- Create a timeline for the project
- Outline the project
- Contact MCPHS faculty for guidance/input on the project
- Present the project to the general members of MCPHS AMCP chapter
- Contact Walgreens Pharmacy and set-up possible dates for the session(s)
- Create flyers/hand-outs/advertisements
- Create sign-up sheets and designate volunteers to one of two possible sessions
- Follow up with faculty regarding the outcome of the project