

Medication Management Service Event

West Virginia University

Project Description & Implementation Overview

The Medication Therapy Management (MTM) Program was designed by West Virginia University's Academy of Managed Care Pharmacy (WVU AMCP) student chapter during the fall of 2010. The program was implemented in multiple community settings including health fairs and tri-state festivals. The program has three main components:

- A management form for community members to fill out with their doctors or pharmacists. This form includes multiple fields, which captures patient demographics, key insurance information, and vital medication information including a placeholder for physicians to document changes in medication therapy.
- A brochure explaining the importance of the medication form, how to keep track of one's medications, and how to get assistance from physicians and pharmacists.
- AMCP Members willing to talk with patients and answer any questions patients have about their medications, filling out the form, etc.

Purpose of the Project

The purpose of the MTM project was to:

- Provide community members a tool to efficiently keep track of their medications
- Encourage medication reconciliation by giving nurses and physicians a convenient form to document changes in therapy
- Reduce drug errors in the West Virginia, Pennsylvania, and Ohio tri-state area

Project Budget: Expenses and Revenues

The WVU AMCP Chapter was fortunate to have full sponsorship for this project from the Health Plan of the Upper Ohio Valley. Below is a breakdown of estimates for completing the project for 500 patients. Printing costs based on quote from Kinkos.

No revenue was made on this project as it was intended solely as a community service project.

Option 1: all color copies

500 medication management forms in color: \$295

500 tri-fold brochures in color: \$630

Total: \$925

Option 2: Color forms, B&W brochures

500 medication management forms in color: \$295

500 tri-fold brochures B&W on color paper: \$130

Total: \$425

Optional costs:

500 Mylar covers for medication forms (<http://www.everydayplastics.com/>): \$190

500 pill boxes: ~\$250

400-500 plastic bags to make "Medication Management kits" ~\$150

Who and How Many Chapter Members are Involved?

In order to get this event underway in an efficient fashion, forming a committee of three or so people to organize the event is recommended. Duties include:

- Finding a sponsor if possible
- Finding events and locations to host your projects such as local health fairs
- Printing materials
- Recruiting volunteers (3-4 per hour for each event depending on amount of expected patient volume)

In regards to recruiting, it is important to emphasize that this is an unmet community need. At an event held last year, multiple seniors thanked student pharmacists profusely for their help because they were finally confident that they could not only properly take all their medications, but they would be able to remember all their medications when visiting their physician(s).

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

Student Pharmacists: anyone and everyone interested in the event.

Patients: Target as many patients as possible because nearly everyone can use this tool. The best way to reach a large volume of patients is through health fairs or local county or statewide festivals. Airports, shopping centers, and senior centers are also great places to reach people. You can use flyers, advertisements, etc. The Health Plan of the Upper Ohio Valley took care of all the advertisements for this event.

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

Materials include:

- Medication management form (example attached)
- Medication Management brochure (example attached)
- Mylars to hold medication forms for ease of patient use ordered from <http://www.everydayplastics.com/>
- Poster board to prominently display information and catch patient's eye
- Pillboxes were donated by The Health Plan and given away at events.
- Plastic bags with organization and sponsor logos

Timeline for Implementation and Execution

As with most community service events, timelines work around the date of the prescheduled event. After your first event, planning should be much easier because all materials will already be purchased and printed. This timeline is based off of a first event occurring in early October:

4 months before event:

- Begin looking for sponsors such as local managed care organizations or pharmaceutical companies
- Work up a rough draft of both the medication management form and brochure

3 months before event:

- Review form and brochure and have them approved by appropriate entities (sponsors, University public relations, advisor, etc.)
- Set specific dates and times you want volunteers to be at event

2 months before the event:

- Order mylars and pill boxes
- Print brochures and medication forms

1 month before the event

- Hold a training session on how patients will use the form and what information you want to convey to patients at the event(s)
- Start recruiting members to volunteer
- Assemble medication form kits. Each kit should include:
 - At least one form in its mylar
 - Medication brochure
 - Pillbox
 - Any other information you want to convey to patients
- Design poster board that will be catchy and informative for patients passing by

1 week before the event

- Confirm volunteer attendance
- Finalize any last minute details with sponsor and event coordinator

Day of event

- 30 minutes before the event set up poster board and prepared kits. Also display loose medication forms, brochures, and pillboxes because some patients will ask for multiples.
- HAVE FUN!

Follow-up with Faculty Members/Volunteers/Participants

- Thank you notes were sent to sponsor and event coordinators
- Thank you emails were also sent to all volunteers who assisted with the program
- A thank you lunch is being planned for all AMCP members who assisted with volunteer projects throughout the year as well as sponsors of those projects.

Project Evaluation:

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

What went well?

The project was very successful. The WVU AMCP Chapter has plans to expand the project next year and the Health Plan has agreed to continue to give full-sponsorship. A few recommendations are included below that helped make the event so successful

- A lot of time was spent preparing for the event and developing the brochures and forms. As an end result, a great tool was developed that patients found user friendly and very helpful
- The sponsor, The Health Plan of the Upper Ohio Valley, had a large tent at a tri-state festival where the project was held. Several other events were going on in the tent, which was a great set up for encouraging patients to visit the medication management booth.
- Patients were much more receptive to taking all of the information provided because they were provided with a bag to carry everything. Small additions like this can sometimes make a big difference.
- Students said the brief training program was helpful because it gave them confidence in what was expected of them and a better understanding of the project as a whole and its goals.

What didn't go well?

- It was cold and rainy last year, so having the event inside would have assisted with the inclement weather.
- Patient evaluations were not prepared for this project, so verbal feedback is the only indicator for improvement. Next year, evaluation forms will be provided for patients to complete.

Project Checklist:

- Set a budget including seeking sources of funding
- Purchase any necessary supplies including pillboxes, mylars, and bags
- Contact the coordinator of event(s) in which you wish to participate and follow up on any necessary applications, deadlines, etc.
- Draft a medication management form and brochure and have it edited and approved by advisor and/or University public relations
- Prepare a poster board to take with you on the day of your event
- Plan a training session for students to learn more about the event and sign up to participate
- Recruit volunteers
- Take photos the day of the event for future use in year books, newsletters, etc.
- Send thank you notes to sponsors and coordinators
- Send thank you emails to all volunteers

What is Medication Management?

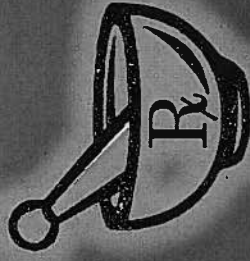
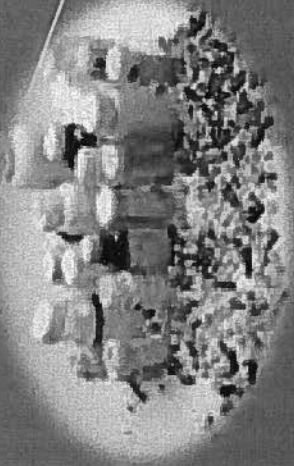
Managing your medications is quick and easy!

Simply fill out the form that accompanies this brochure when you get home with your medications or the next time you visit your pharmacist.

Be sure to include-over-the-counter products and herbs such as Tylenol, saw palmetto, & St. John's Wort!

The form will then serve as a guide to help you keep track of your medications such as what each medication is for, how often it should be taken and any special instructions (i.e. take with food).

This will help both you and your physician **optimize your drug therapy!**



Helpful Resources:

Managing Your Medications

References:

1. Institute of Medicine (2000). "To Err Is Human: Building a Safer Health System (2000)". The National Academies Press. Retrieved 2006-06-20
2. "Office of News and Public Information." The International Academies, July 20, 2006. Web. 24 Aug 2010. <<http://www8.nationalacademies.org/onpinews/newsitem.aspx?RecordID=11623>>

Take Charge...

...and Help Fight a Leading Cause of Death in the United States

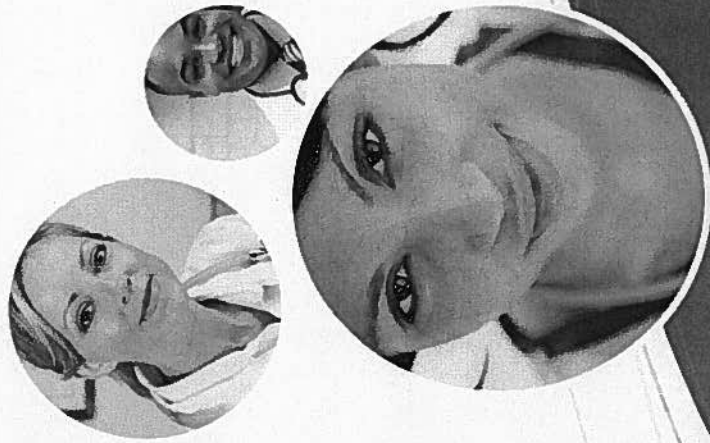
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STUDENT CHAPTER



Importance of Medication Management

Medication errors are the cause of roughly 1.5 million injuries a year and over 50,000 deaths.^{1,2} These errors can occur at **any level of care** and consistent of making an error in **prescribing, filling, or taking** a medication. Doctors, nurses, and pharmacists have multiple resources in place to help minimize the risk of medication errors and insure accuracy. **NOW** we are asking for **YOUR** help, read this brochure and complete the accompanying form.



“When you go the hospital, take your list with you!”

Once your list is complete, it can serve as a guide to taking your medications properly and avoiding medication errors.

Always keep your list with you in the event of an emergency.

If you ever find yourself in need of a hospital visit, take your medication list with you and give it to a nurse or doctor.

He or she will **review the list** with you or a family member for accuracy.

This will help to ensure your medication safety during your stay.

If the doctor has to prescribe new medications or making changes to any current medications, the list will be updated for you.

Your pharmacist can review your medication guide with you at anytime to keep it up to date and accurate.

After a hospital discharge, share any changes to your medication guide with your pharmacist. If you have any questions about changes in your drug therapy, ask your pharmacist.

Helpful Hints:

- Use your medication guide as a tool to prevent drug errors.
- If you are ever unsure of any drugs you are taking **ASK** your pharmacist, we are here to help!
- Keep your medication guide **updated**.
- Give your medication guide to any health care provider you come in contact with to help **prevent drug errors**.

