

Medicare & Health Screening Fair Oregon State University College of Pharmacy

Project Description & Implementation Overview

The Academy of Managed Care Pharmacy (AMCP) student chapter at the Oregon State University College of Pharmacy hosted a Medicare & Health Screening Fair in collaboration with Statewide Health Insurance Benefits Advisors (SHIBA) volunteers and osteopathic medical students from Western University of Health Sciences COMP-NW. The fair took place on Thursday, November 13th at the Lebanon Senior Center from 9 am to 11 am. SHIBA volunteers were available to provide education and answer Medicare-related questions. Pharmacy and osteopathic medical students provided the following health screening services free of charge:

Committees present:	Services provided:
Operation Immunization	Vaccinations (Influenza & Tdap)
Pharmacists for Healthy Living	Education on healthy eating
Medication Therapy Management	Medication Therapy Management
Mr. Yuk	Poison control information
Operation Heart	Blood pressure readings and counseling
Operation Diabetes	Blood glucose screenings and counseling
Operation Self-Care	Education on optimal exercise routines for pediatric age groups
Generation Rx	Information on medication safety and proper drug disposal
SPhA	Information on local resources intended for underserved population
SHIBA	Medicare counseling
Osteopathic Students	Diabetic foot examinations and blood pressure readings

To encourage community participation, attendees were given a participation card that was signed at each booth. Once they visited at least six of the booths, they were eligible to participate in the raffle. Prizes, included gift cards to local businesses and day passes to a nearby recreational center.

Purpose of the Project

The purpose of the Medicare & Health Screening Fair was to provide an underserved community with the tools and education to make the best decisions on their Medicare plan as well as for their overall health. The outreach provided student pharmacists with the opportunity to participate in an interprofessional outreach event in collaboration with SHIBA volunteers and osteopathic medical students. By doing so, it allowed both student pharmacists and SHIBA volunteers to have a greater presence in the community and to give back in a unique way.

Project Budget: Expenses and Revenues

There were three donations and three expenses recorded. The expenses were all covered by the local AMCP student chapter and no revenue was gained. The costs added up to approximately \$60 and included:

- Printing promotional flyers to be displayed in local businesses
- Printing miniature flyers to hand out during the local farmers market
- Raffle prizes to local businesses
- Donations:
 - Lebanon Senior Center provided space free of charge
 - The Salvation Army Kroc Community Center
 - Health screening supplies (materials for blood glucose readings, vaccinations, educational handouts)
 - SHIBA volunteer informational handouts about Medicare

Who and How Many Chapter Members are Involved?

The Medicare & Health Screening Fair was implemented and coordinated by the AMCP leadership team consisting of two Co-Presidents as well as the President-Elect. Outreach coordinators within the College of Pharmacy and College of Osteopathic Medicine were involved to provide supplies and student pharmacist and medical student volunteers for health screening services. SHIBA volunteers provided informational handouts.

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

The target population for the Medicare & Health Screening Fair were community members in Lebanon, Oregon who were newly eligible or currently enrolled in Medicare within an underserved community.

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

Resources acquired by the AMCP student chapter for the event included raffle prizes, card stock for posters and cards for marketing, and donations for raffle prizes.

The Senior Center provided space, tables, and chairs.

SHIBA volunteers provided educational handouts and student outreach groups provided health screening supplies as well as relevant educational handouts.

Linn County Department of Health Services provided influenza and Tdap vaccines.

Outreach committees within the OSU COP were responsible for bringing their own materials for their booths.

Timeline for Implementation and Execution

June 2014:

- Established a relationship with the Lebanon Senior Center

July 2014:

- Recruited the College of Osteopathic Medicine and began discussion of possible outreach services
- Began reaching out to local businesses to request donations as raffle prizes

August – September 2014:

- Designed promotional flyers as well as miniature flyers to be dispersed at the local farmers market
- Acquired flyer approval from the college in order to utilize logos
- Established and confirmed a date that was deemed suitable for SHIBA volunteers as well as student pharmacists from the College of Pharmacy and College of Osteopathic Medicine.
- Finalized reservation with the Lebanon Senior Center
- Began recruiting outreach coordinators and student pharmacist and medical student volunteers
- Began recruiting preceptors to oversee students during the outreach event

October 2014:

- Printed promotional flyers and began the distribution process (pharmacies, municipal centers, grocery stores, farmer's market, etc.)
- The Lebanon Senior Center distributed flyers to retirement homes that frequently attend activities
- SHIBA volunteers promoted the event by publishing event details in the local newspaper
- Promotional flyers were distributed to local businesses and handed out at the farmers market
- Touched base with local businesses to request donations as raffle prizes
- Made funding request to Executive Council (funding body of OSU COP) to cover costs

November 2014:

- Collected remaining items for the outreach event (raffle bags, participation cards)
- Sent thank you letters to the Lebanon Senior Center, SHIBA volunteers, participating student outreach groups, and preceptors

Follow-up with Faculty Members/Volunteers/Participants

As described above, thank you letters were sent and a brief follow-up meeting with the AMCP student leadership team was scheduled to review the event.

Project Evaluation:

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

The 2014 Medicare & Health Screening Fair was successful at providing Medicare counseling and health screening services to an underserved population. Compared to the inaugural year of the outreach event (2013), there was improved participation from community members allowing for a greater number of services to be provided. Alterations made to the outreach event from the previous year included:

- Change in location from the local community college to the Senior Center, which allowed our AMCP leadership team to advertise more effectively to our target population.
- Change in timing from the weekend to a weekday. Although volunteering at an outreach during the weekday was a greater challenge for student participants, it was more convenient for community members already participating in Senior Center activities.
- Change in the structure of the event by providing additional incentive (raffle prizes) to attend and participate.

To further improve upon the event, the following changes will be implemented next year:

- Aim for an earlier date than November to host the event
- Move the event back to a weekend date to accommodate a longer run time than two hours
- Directional signage at the event location

Checklist for Project:

Activity	Responsible Party
Recruit and coordinate outreach committees within the OSU COP	President-Elect
Acquire raffle prizes	President-Elect
Design marketing material	President-Elect
Distribute promotional material to local businesses and farmers market	President-Elect
Compose thank you letter	President-Elect
Compose event description for publication in the local newspaper	Co-President
Coordinate preceptors	Co-President
Coordinate with Osteopathic students and SHIBA volunteers	Co-President
Identify and coordinate event site and date	Co-President