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Community Education on MTM Services

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Presenters

Jacob M. Davis, Kristin Lessig, Lindsay M. Mailloux, Samantha A. Smolinski, Stephen K. Yeboah, Aleda M.H. Chen, Ginger D. Cameron, Thaddeus T. Franz, and Jenna G. Lawhead

Community Education on MTM Services

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STATEMENT OF THE PROBLEM

Background:

- Medication Non-adherence
 - Patients who do not take their medications or take them incorrectly which influences their health outcome¹
 - Includes “not having a prescription filled, taking an incorrect dose, taking a medication at the wrong time, forgetting to take doses, or stopping therapy too soon”¹
 - This has been called an “invisible epidemic”¹
- Medication Therapy Management (MTM)
 - “A distinct service or group of services that optimize therapeutic outcomes for individual patients.”²
 - Provided by licensed pharmacists
 - Significant impact on reducing non-adherence through MTM

Significance of the Problem:³

- People eligible for MTM services are unaware
- Major gap in the literature concerning the area of community education regarding MTM services



OBJECTIVES

- Objective 1:** To determine the effect that an educational brochure or a community education event on MTM services has on patient perceptions of MTM services for patients who are insured by Medicaid and Medicare Part D.
- Objective 2:** To determine the effect that an educational brochure or a community education event on MTM services has on patient enrollment in MTM services for patients who are insured by Medicaid and Medicare Part D.

HYPOTHESES

- Alternative Hypothesis 1 for Objective 1:** An educational brochure or a community education event on MTM services for patients will have a significant impact on their perceptions of MTM services for patients insured by Medicaid and Medicare Part D.
- Alternative Hypothesis 2 for Objective 1:** There will be a significant difference between an educational brochure and a community education event on the change of patient’s perceptions of MTM services for patients insured for Medicaid and Medicare Part D.
- Alternative Hypothesis 1 for Objective 2:** An educational brochure or a community education event on MTM services for patients will significantly increase their enrollment in MTM services for patients insured by Medicaid and Medicare Part D.
- Alternative Hypothesis 2 for Objective 2:** There will be a significant difference between an educational brochure and a community education event on the increase of enrollment in MTM services for patients insured by Medicaid and Medicare Part D.

REFERENCES

- Nichols-English G, Poirier S. Optimizing adherence to pharmaceutical care plans. *J Am Pharm Assoc (Wash)*. 2000; 40(4):475-485.
- Schommer J, Planas L, Johnson K, Doucette W. Pharmacist-provided medication therapy management (part 2): Payer perspectives in 2007. *Journal Of The American Pharmacists Association: Japha* [serial online]. July 2008; 48(4):478-486. Available from: MEDLINE with Full Text, Ipswich, MA. Accessed September 29, 2014.
- Retrieved image from <http://www.canstockphoto.com/medication-therapy-management-18409747.html>
- Ohio Pharmacists Association. *Medication Therapy Management Services: What Does It All Mean?* [PowerPoint]

PROPOSED METHODS

Study Design:

- Pre-post observational

Sample:

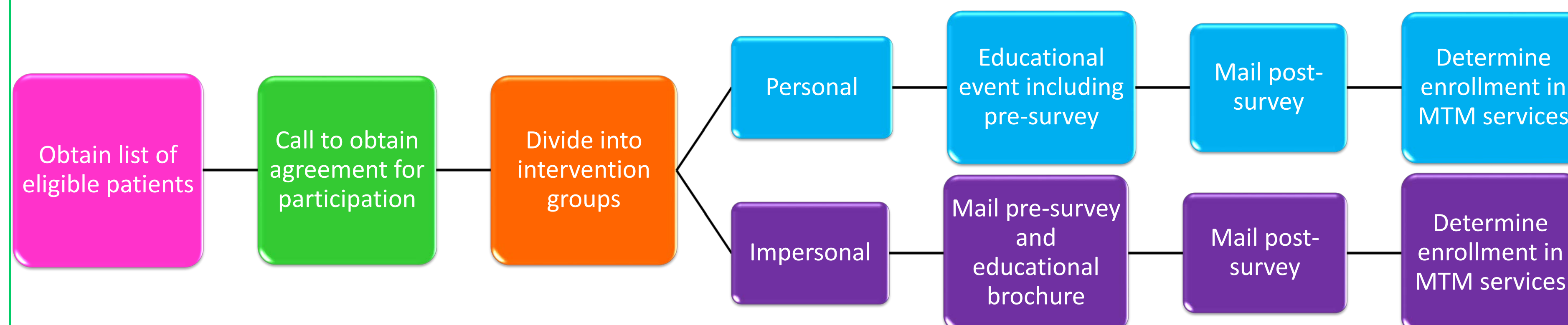
- Patients in the Springfield area
- Over the age of 21
- Insured by either Medicaid or Medicare Part D
- Have never received an MTM service before
- Patients will be recruited using a convenience sampling method by obtaining a list of patients eligible for MTM services from potential sites. These patients will be called and using a pre-formatted script a verbal consent will be obtained for participation.

Data Collection and Measurement:

- Enrollment- enrollment before intervention and enrollment after intervention measured by enrollment numbers
- Perceptions- pre and post-survey data measured by close-ended, Likert-scale, and partial open-ended questions
- Intention- commitment cards measured by yes/no

Interventions:

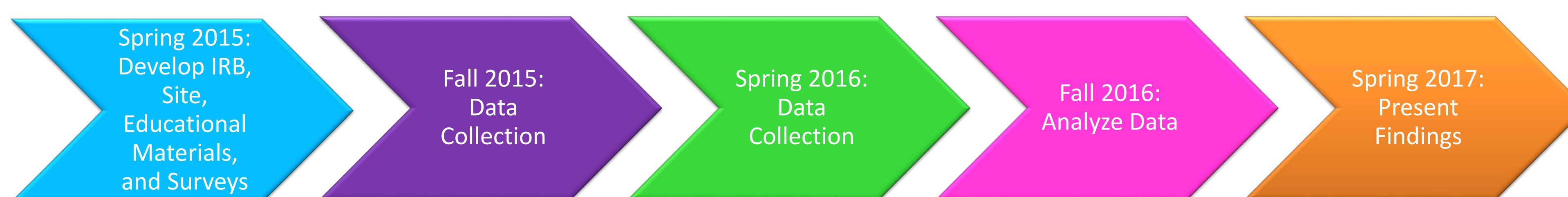
- Personal Intervention (Community Educational Event)
 - Commitment cards after educational event
 - Mail reminders to receive post-surveys
 - This intervention will include presenter, face-to-face interaction, visual aids, and a time for questions
- Impersonal Intervention (Educational Brochures)
 - Mail reminders to receive post-surveys
 - This intervention will include an informational brochure that will have factual information formatted with visuals to aid clarity
- Both interventions⁴
 - Information on MTM services will include the basics of MTM, an overview of patient benefits, the role of a pharmacist in MTM, and how to enroll in an MTM service



PROPOSED ANALYSES

- Commitment Cards
 - Chi-Square
- Change patient’s perceptions on MTM versus baseline perceptions before and after intervention with pre-survey and post-survey data
 - Descriptive, Paired T-test/Wilcoxon
- Increase patient enrollment in MTM services
 - Descriptive
- What is most effective, brochures or community educational event, in changing perceptions and increasing enrollment
 - Chi-Square, Unpaired T-test/Mann-Whitney

PROJECT TIMELINE



LIMITATIONS

- Sample Method: nonprobability convenience sampling
- Sample Size/Participation: may be difficult to get people to participate, but will incentivize to minimize
- Hypothesis guessing may affect participant’s answers on perceptions
- Response rate for post-survey may be low due to mailing, but will utilize reminders to improve

FUTURE DIRECTIONS

- Evaluate other forms of education
- Implementing community education in other areas to increase MTM enrollment
- Measure perceptions of MTM after patients participate in an MTM service