



COMMUNITY PHARMACY FOUNDATION
COMPLETED GRANT SYNOPSIS

Integration/Analysis of a Multifaceted Medication and Health Management Information System in a Community Setting (Grant #75)

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Objectives

The objectives for the first part of the project (up to the original project end date) were to:

1. Develop, pilot-test, and launch a web site that will allow easy access to two new services, each with a different focus:
 - a. HTip (For Your Health – Tailored Information for Patients). This service will provide users with links (sent directly to them via e-mail) to selected high quality health and medication information web sites in response to their specific requests. HTip will enable users to locate high quality web sites without the need for them to perform their own web searches and decide on their own whether or not the information found was trustworthy. Simply clicking on the links e-mailed to users will allow them to access the requested information directly on their computer.
 - b. Ask Your Pharmacist - This service will allow users to submit specific questions about their medications or any other health or medical condition to the JustAskBlue pharmacist investigators and receive individualized answers via e-mail
2. Determine the best way(s) to inform participants of the availability of these services
3. Track how often the members use the project’s web-based medication and health services
4. Determine users’ satisfaction with the services provided

The objectives for the second part of the project (no-cost extension period) were to:

1. Develop a simple, easy to complete form to allow patients to request medicine and health-related information from community pharmacists
2. Track the number of questions generated by patients in community pharmacists using the information request form

Methods

Design	<ul style="list-style-type: none"> • Develop the JustAskBlue web site and create a unique logo • Develop the HTip and Ask a Pharmacist sections of the JustAskBlue site • Develop informational newsletters for project participants • Develop and obtain a variety of promotional materials for the services offered • Identify and work with a service partner to promote use of the services • Develop standard response templates for all inquiries received
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For further information and/or materials on this grant, please visit www.CommunityPharmacyFoundation.org and submit your inquiry through **Contact_Us**.

	<ul style="list-style-type: none"> • Develop the survey forms to be used for obtaining user feedback • Develop a concise single page form to be used by patients in the participating community pharmacies when requesting information from their pharmacist • Maintain frequent contact with all project participants • Collate the completed forms from the community pharmacies as well as all questions received through JustAskBlue
Study endpoints	<ul style="list-style-type: none"> • Implementation and use of the JustAskBlue web site • Monthly newsletters prepared • Number of information inquiries received and answered through JustAskBlue and the community pharmacies

Results

- The JustAskBlue web site was visited frequently during the project:

Table 1. JustAskBlue web site use

Year	Number of Visits (Page Loads)	Number of First Time Visits
2009*	146	63
2010	1,663	752
2011*	990	319
Total	2,799	1,134

*Not complete years since project started July, 2009 and ended August, 2011

- A total of 21 News Capsules newsletters were developed.
- A total of 63 questions/information requests were received through JustAskBlue and answered by the project investigators, often working with pharmacy students.
- A total of 90 completed information request forms were obtained from the community pharmacies using the form developed for this project

Table 2. Information requests answered

JustAskBlue web site		Community Pharmacies		Total project requests
Ask a pharmacist # requests	HTip # requests	At pharmacy # requests	WV CDHI # requests	
47	16	70	20	153

Conclusion

This project provided useful insight into the development and marketing of a consumer-directed medication information website use. It was successful in developing processes to offer web-based drug information services. It provided useful information regarding web site design features and marketing efforts required to those who wish to offer such services. It also illustrated the need for flexibility and project restructuring as new information is learned about the use of web site services. The JustAskBlue site remains as an online resource for the general public.