



**COMMUNITY PHARMACY FOUNDATION**  
COMPLETED GRANT SYNOPSIS

**Advancing Medication Therapy Management Services: Creating increased awareness and utilization of MTMS CPT billing codes**

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Granted by the Pharmacist Services Technical Advisory Coalition to the above team from the University of Minnesota

<b>Objectives</b>	
<p>1) To develop educational tools focusing on the impact of MTMS on improved health care quality and decreased costs, as well as information on the MTMS CPT codes and the utilization of these codes. The final educational end product includes: branding logo, slide set on value of MTMS, slide set on use of CPT codes, pamphlets, video presentation with testimonials, and guidebook on use of educational tools and approaching a payer group.</p>	
<b>Methods</b>	
Design	<p>The project team has met regularly through conference calls, emails and phone calls to develop these educational materials.</p> <p>Early in the project, the team focused on developing a logo and a style guide to ensure consistent imaging throughout all pieces of the educational materials. Following this, work began on the Value of Medication Therapy Management slide set, the Overview of MTMS CPT codes slide set, and the Pharmacists' Guidebook for the use of these materials.</p> <p>A total of 4 focus groups were held to review the educational materials being developed for this project. The focus groups represented local payers, local practitioners, national payers and national practitioners. After each set of focus groups, a revision checklist was developed detailing the necessary changes. In addition to feedback from the focus groups, this checklist included feedback from the PSTAC Coding Workgroup received following the May 19 meeting. The revisions from this checklist were completed by August 2009.</p> <p>In June and July, the team also worked intensely on creating a video on the value of MTMS. This was done in conjunction with the University of Minnesota Academic Health Center Learning Commons, a resource which is experienced in gathering and editing videos. The expertise of the video team added significantly to the development and design of the video. Following a meeting with the PSTAC Coding Workgroup on September 29, 2009, several recommendations for revision of the video were made. These revisions, including additional video and photo footage, were completed on December 2, 2009.</p>
Study endpoints	<p>The goal of this project was to produce educational materials which can be utilized by pharmacists or pharmacy groups to educate potential payers on the benefits of medication therapy management services.</p>

For further information and/or materials on this grant, please visit [www.CommunityPharmacyFoundation.org](http://www.CommunityPharmacyFoundation.org) and submit your inquiry through **Contact\_Us**.

## **Results**

The final package of educational materials includes the following items:

- Pharmacists Guidebook for MTMS Educational Tools
- Value of Medication Therapy Management Services Slide Set
  - General 10 minute presentation
  - General 30 minute presentation
  - Employer presentation
  - Health plan or government agency presentation
- Utilization of CPT Codes for MTMS Slide Set
- Full 8 minute video describing MTMS and its value
- Pamphlet designed to describe benefits of MTMS to patient population

## **Conclusion**

All of the educational materials have been reviewed by multiple audiences, and edited accordingly. The final package is believed to offer a unique set of resources for pharmacists and pharmacy organizations to market the benefits of MTMS to health care payer groups.