

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

Final Report December 14, 2009

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Overview of Work

After being notified that we had received the funding for this project, the team began holding biweekly conference calls beginning in early March. Since that time, the team has had a total of 13 conference calls: 10 calls between March 6 and July 10, and 3 additional meetings August 21 through September 18. The break between July and August was the result of a maternity leave of the principal investigator. Numerous emails, phone calls, and small group meetings have also occurred over this time to complete the project.

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.

After the first round of focus groups in June, a revision checklist was developed detailing the changes which needed to be made. 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.

In June and July, the team also worked intensely on creating the 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.

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

Focus Groups

A total of 4 focus groups were held to review the educational materials being developed for this project. All focus groups were facilitated by Dr. Amy Pittenger, who has training and experience in leading focus groups. We did face some significant challenges in recruiting participants for these focus groups, particularly from the payer perspective. Of note, we had 2 participants scheduled for the 9/21 national payer group, but one individual canceled at the last minute. In addition, we had 4 participants scheduled for the 5/27 local practitioner group, but one participant was unable to attend due to unforeseen circumstances.

Type	Date	Number of Participants	Location	Recruitment Mechanism
Local Practitioner	5/27/09	3	Face-to-face at MPhA offices	Email invitation to MPhA MTM Academy
Local Payer	6/8/09	2	Conference call	Email invitation to known local payer contacts
National Practitioner	6/16/09	2	Conference call	Email invitation to leaders in ACCP's ambulatory care PRN
National Payer	9/21/09	1	Conference call	Email invitation to all individuals listed as MTM contacts for Medicare Part D plans and distribution lists from AMCP (assistance provided by Marissa Schlaifer)

Although the total number of focus group participants was less than initially planned, the team benefitted significantly from the focus group feedback. After the first three focus groups, there began to be notable repetition in the feedback being provided. The participant in the final focus group provided affirmation that the materials contained the necessary types of information for presenting to employer groups/commercial businesses, with only minor suggestions for improvements.

Full summary reports from the focus groups can be provided upon request.

Budget Summary

The actual budget for this project is included below. There were some revisions to the MPhA subcontract, as described below, which accommodated the additional video costs. Additional details and explanation on the budget is available upon request.

DESCRIPTION				TOTAL COSTS
	Salaries & Wages	Fringe Benefits		
Total Personnel Costs	\$9196.33	\$2917.82		\$12,114.15
Video Production, Initial				\$2800.00
Facility and Administrative Costs				\$1851.85
Subcontract with Minnesota Pharmacists Association				\$8234.00
	Description	Initial Allocation	Actual Cost	
	Graphic Design	\$784	\$500	
	Financial Administration	\$250	\$250	
	Planning & Coordination of Focus Groups	\$600	\$150	
	Meeting Facility Cost	\$400	\$100	
	Core Team Member Reimbursement	\$3600	\$3600	
	Focus Group Participant Honorarium	\$1600	\$800	
	External Consultants	\$1000	\$400	
	Video Production, Revision	none	\$2380	
			\$8180	
TOTAL COSTS				\$25,000.00

Dissemination of Materials

Our team would be happy to work with PSTAC on dissemination of these materials for use by pharmacists across the country. We will provide the appropriate video files for PSTAC's chosen method of dissemination. In addition, the Pharmacist's Guidebook can be updated to appropriately reference the video files once they are posted on the PSTAC website, if appropriate.

Respectfully submitted by:

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