### Objectives

1) To determine whether implementing a marketing strategy focused on increasing patient awareness and knowledge by providing patients with informational packets would increase patient participation in a community Medication Therapy Management practice setting.

2) To determine whether the inclusion of a Primary Care Provider endorsed recruitment letter in the informational packet would further increase patient participation when compared to generic endorsement letters.

### Methods

**Design**
- Quasi-experimental, randomized, controlled study

**Study endpoints**
- Patient participation in clinical Medication Therapy Management services

### Results

A total of 155 patients were enrolled in this study. The control group had 17% participation in MTM services (n=13) compared to a 33% participation (n=26) with the intervention group. The intervention group had a statistically significant (p=0.006) sixteen percent increase in patient participation. There was no statistical difference between using a generic recruitment letter versus a PCP endorsed letter.

### Conclusion

Use of a marketing strategy which includes an informational packet sent to patients resulted in increased patient participation in community MTM. This increase in participation may be related to the increased awareness that these informational packets conveyed to patients.

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