



COMMUNITY PHARMACY FOUNDATION
COMPLETED GRANT SYNOPSIS

Evaluation of a Consumer-generated Medication Therapy Management Marketing Plan

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Objectives	
1) Develop a medication therapy management (MTM) marketing plan using patient engagement techniques for redesigning healthcare delivery and creating patient-centered health homes. 2) Measure the impact of implementing a consumer-generated MTM marketing plan with limited resources. 3) Determine total resources needed to fully implement a consumer-generated MTM marketing plan.	
Methods	
Design	<ul style="list-style-type: none"> • Recruit six pharmacies providing MTM services in Minnesota (\$500 honorarium). • Identify consumers in each project pharmacy for a 2-hour MTM focus group meeting. • Conduct MTM focus group sessions facilitated by an experienced marketing company using an 8-minute MTM DVD funded by the CPF to establish MTM service level expectations. • Analyze normative and predictive focus group expectations using semantic relatedness patterns. • Create a consumer-generated MTM marketing plan based on focus group patterns and results. • Define a MTM target market using site-specific clinical and reimbursement criteria. • Implement the MTM marketing plan in each site with no additional project funding. • Measure the impact and resources required to implement the MTM marketing plan.
Study endpoints	<ul style="list-style-type: none"> • Number of MTM patient appointments over a six-month implementation period. • Percentage increase in new MTM appointments above anticipated six-month baseline. • Estimated resources needed for full implementation of the MTM marketing plan.
Results	
<p>Ten pharmacies in Minnesota met the project inclusion criteria, and six pharmacies were selected based on size, type and geographic distribution. A total of 61 consumers participated in structured MTM focus group sessions at six pharmacies. The key MTM messages resonating with consumers relate to visible collaboration with their physician, optimizing the safe and effective use of medications, improving treatment outcomes, and improving quality of life. Five of the six pharmacies selected for participation implemented the MTM marketing plan. There were a total of 315 new patient appointments (495 MTM encounters) during the six-month study period. This represents a 91.3% (152 patients) increase in new MTM appointments over pre-study baseline. Pharmacist resource estimates to implement the MTM marketing plan at desirable levels was \$2,749/pharmacy.</p>	
Conclusion	
<p>This project utilized a patient engagement technique used by health systems that are redesigning care to achieve the three-part aim of value-based financing. The utility of these results pertains to building practices that support the delivery of MTM services from the patient’s viewpoint. The most successful project sites excelled at demonstrating visible collaboration with the patient’s physician, and in emphasizing the key MTM marketing messages when recruiting patients. Financial estimates for implementing the MTM marketing plan at desirable levels would be expected to decrease over time as the practice supporting delivery of MTM services expands. This study provides evidence that patients value MTM services when service level expectations are met and when MTM services are coordinated and integrated in a patient’s health care delivery system. These findings are important for pharmacists seeking to address drug-related morbidity and mortality in value-based financing such as in patient-centered health homes, accountable care organizations and bundled payment initiatives.</p>	