



8th International Conference on **HIV TREATMENT AND PREVENTION ADHERENCE**

jointly sponsored by



Postgraduate Institute
for Medicine



**AND PREVENTION
ADHERENCE**

Script Your Future



A National Medication Adherence Awareness
Campaign of the National Consumers League



Today's Presentation

- Background – Research
- Campaign Resources and Outreach
- Adherence Challenge
- Evaluation
- Survey Findings
- What's next?

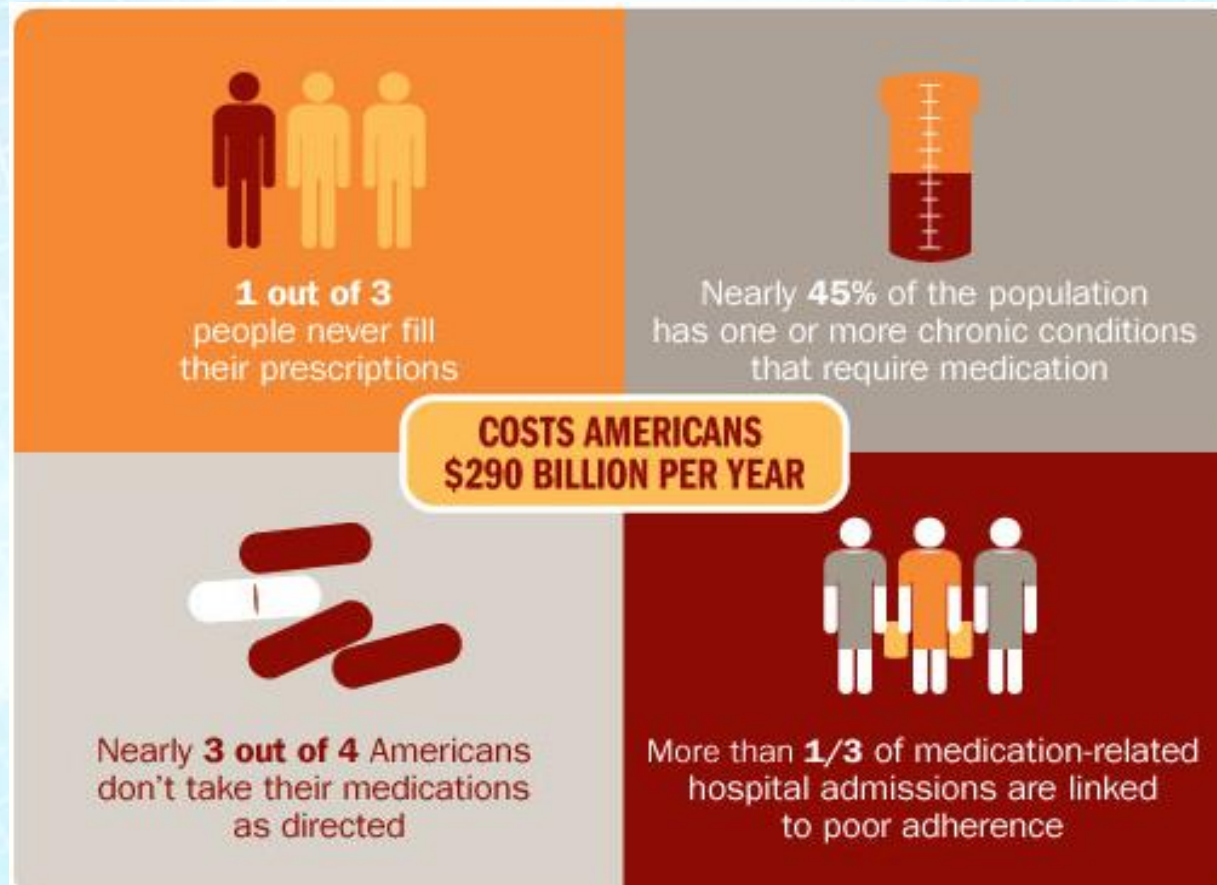


A Leader in Consumer Health

- Founded in 1899, mission is to protect and promote economic justice for consumers and workers in the U.S. and abroad
- NCL brings together consumers, business, government, and labor
- Decades of experience helping consumers understand and use Rx and OTC medications safely



Why Medication Adherence?



Brief Campaign History

- Planning Phase (2008-2010): AHRQ planning support
- Consumer Research & Creative Development (2010-11)
- Implementation (2011- Present)
- 130+ Committed Partners
 - Health care professional groups, consumer, insurance, business, and pharmaceutical organizations
 - Government agencies
 - Adherence researchers



Campaign Overview

Objective

- Raise awareness of the importance of taking medication as directed

Target Audiences

- Patients with chronic conditions – respiratory, cardiovascular, diabetes
- Family caregivers
- Healthcare professionals

Scope

- National
- 6 target markets
- 130+ Committed Partners
- 3 year campaign, launched May 2011

Messaging Challenge of a Consumer Awareness Campaign

Many barriers to adherence

No single non-adherent personality

Create an overarching message to reach diverse audiences

Building on research

- Focus groups - 8 groups in October 2010
 - Oklahoma City, Birmingham, Cincinnati, Providence
 - Mix of conditions: Diabetes, Cardiovascular Disease, and Respiratory
 - Mix of patients: African American and Hispanic groups



Patients Speak: What Patients Told Us . . .

*My doctor said your lungs aren't working right and I'm going to have you try this medication. Within minutes I could feel the difference. **Once you learn that you are not going to die if you take your medications regularly when you are supposed to, you stick to it.** Respiratory patient, Providence*

***Taking the medication and exactly how it is balancing my body out, I don't really grasp that.** My dad was diabetic and had to give himself shots, but I still don't understand. Diabetic patient, Cincinnati*

I don't understand what cholesterol is and where it comes from. Cardiovascular patient, Birmingham

I have to take care of myself in order to take care of others around me – my children, my grandchildren. You have to take care of yourself first

Common Threads

Consequences

- Patients do not fully understand their condition and the consequences of not taking medicine as prescribed.
- Delineate the consequences of non-adherence in order to ratchet up the urgency.

Impact on Family

- If you are sick or die, you cannot take care of your family.
- If you are sick or die, you are placing a huge emotional and financial burden on your family.
- If you are sick or die, you cannot enjoy family life, experience major life events.

Empowerment

- Manage chronic condition

Other Findings

- Pharmacist and caregiver roles
- Defining adherence
- Cost



Creative Testing – 4 Platforms

Web survey of 600 patients with chronic conditions

1) “Your Meds.
Your Future”
consequences

2) “Meds Start
with ME”
empowerment

3) “Meds Can’t
Take
Themselves”
sarcastic,
humorous

4) “My Meds,
My Life”
wellness



**HIV TREATMENT
AND PREVENTION
ADHERENCE**

Key Messages

- If you don't take your medicine as directed, you're putting your health – and your future – at risk.
- If you have questions about your health problem, how your medicine works, side effects or other concerns, talk to your health care professional.
- ScriptYourFuture.org provides tools and resources to help you take your medicine and take back your future.



play with him
'til dinnertime.

check his science
homework.

lend him the car.

wait up until
he gets home.

help him pick
out a tux.

chase his kids
around the yard.

take my meds.

I WILL

If you have a long-term health problem, like diabetes, asthma or high blood pressure, your future depends on taking your medicine. Learn helpful tips at ScriptYourFuture.org.

TAKE THE PLEDGE. TAKE YOUR MEDS.



ScriptYourFuture.org

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TEXT SIZE: A A A

If you don't take your medicine as directed, you're putting your health and future at risk.



NEW WALLET CARDS!
Our popular wallet cards used for tracking meds are available in new languages.



Take the Pledge Take Your Meds.



Health Conditions

Respiratory
COPD and Asthma



Cardiovascular
High Blood Pressure and High Cholesterol



Diabetes



Don't see your health condition?

[View Full Respiratory Page](#)

Featured Tools

Get the help you need to take your medicine as directed.

CHECKLIST



[Script Your Future Wallet Card.](#)

Helps you keep track of your medicine schedule and dose.

Category: [Respiratory](#)

WORKSHEET

Upcoming Events

Join upcoming events with doctors, pharmacists and other health experts around medication adherence.

There are no upcoming events at this time. See our [past events](#).

[See All Events](#)

Related Communities & Resources

Find online support and additional information.



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Pledge

Take the first step toward a healthier future.

TEXT SIZE: A A A

I WILL grow old with my husband.

I WILL help my grandson with his science homework.

I WILL walk my daughter down the aisle.

I WILL spend time with my best friend.

I WILL take a family vacation every summer.

I WILL be there many more birthdays.

I WILL ride my bike every day.

I WILL always be there for my daughter.

Take the pledge. Take your meds.

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Cause

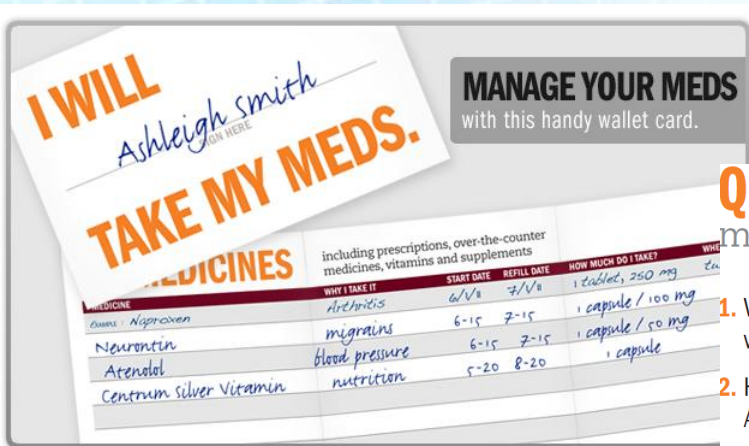
Long-term health problems can take away your chances of a long and full life — if you let it. The Script Your Future campaign is designed to help take your medicine as directed so you can take back your future. Visit [ScriptYourFuture.org](#) for tools, resources, videos and a pledge that will help you take the first step toward taking your meds as directed.

I WILL play with him till dinner time. **take my meds.**

60 people like this

Likes
See All

Resources: Wallet Card/Posters/PSAs



QUESTIONS to ask my doctor/pharmacist

1. What's my medicine called and what does it do?
2. How and when should I take it? And for how long?
3. What if I miss a dose?
4. Are there any side effects?
5. Is it safe to take it with other medicine or vitamins?
6. Can I stop taking it if I feel better?



Script Your Future: A PSA with the U.S. Surgeon General

nationalconsumers + Subscribe 29 videos



TAKE THE PLEDGE. TAKE YOUR MEDS.

SCRIPT
YOUR
FUTURE

Did you know?

75%



3 out of 4 people do not take their medicine as directed

1/3



1 out of 3 people never fill their prescriptions

125K



125,000 people die every year due to non-adherence

Reasons people don't take their meds



Don't understand how medicine works



Forget to take their medicine



Can't afford their prescriptions



Worry about side effects

Your future depends on taking your meds

If you have a long term health problem and don't take your medicine as directed, you're putting your health and your future at risk. Talk to your doctor or pharmacist to make sure you understand your health problem and how your medicine can help. To take the pledge and get other helpful tips, text message reminders, videos, and more visit ScriptYourFuture.org.

Questions to ask your doctor/pharmacist

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Follow us on Twitter
@IWillTakeMyMeds

Like us on Facebook
[Facebook.com/ScriptYourFuture](https://www.facebook.com/ScriptYourFuture)



I WILL take my meds.

Script Your Future is a campaign of the National Consumers League.

SCRIPT
YOUR
FUTURE

Partnerships



Share how you can use technology to manage meds effectively and improve health and safety.

🏆 \$7,500 IN PRIZES

[LEARN MORE](#)



Target Markets

Baltimore, Birmingham, Cincinnati, Providence, Raleigh, Sacramento



詢問醫生 / 藥劑師的問題

1. 我的藥物名稱是什麼？它有什麼用途？
2. 我應該如何服用？何時服用？要服用多久？
3. 萬一錯過一劑該怎麼辦？
4. 有沒有任何副作用？
5. 與其它藥物或維他命併服安全嗎？
6. 如果我感覺好轉，可以停止服用嗎？

Chinese



Health Professions Student Adherence Challenge

- Contest for health professions students to use campaign materials to encourage adherence
- Hosted by schools of pharmacy
- 2013 Team Challenge
 - More than 85 schools of health professions
 - More than 1,700 participating students
 - Counseled directly over 12,000 patients
 - Reached more than 3 million patients



Medication Adherence Team Challenge 2013



Medication Adherence Team Challenge 2013



Campaign Evaluation

- Quantitative and qualitative communications metrics
 - Web analytics—3 minute average visit, downloading tools
 - Media coverage—over 350 million impressions
 - Committed Partner Engagement – 130+ partners
 - Outreach—250+ events, 500,000 wallet cards, interacted with over 1 million consumers
- Research and Data Partnerships
 - Pharmacy claims data, national and target-market specific
- Baseline Surveys—2011
 - National—1,300 patients, telephone survey
 - Target Markets—1,800 patients, telephone survey

Summary of Key Survey Findings

Those who do not “always” adhere are less convinced of the importance of adherence, less likely to have consequences fully explained

<i>Displaying % who “Strongly Agree” with the following statements:</i>	Patients who “always” take medications as instructed (n=585)	Patients who do NOT “always” take medications as instructed (n=278)
I am convinced that it is important for me to take my medicine.	64%	*54%
I understand the instructions for each medicine I am supposed to take.	62%	55%
I understand what will happen to my health if I do not take my medicine exactly as prescribed.	60%	51%
I understand what my chronic condition does to my body.	56%	49%
My doctor, nurse, or pharmacist has fully explained what will happen to my health if I do not take my medicine as prescribed.	53%	*41%
The out of pocket costs of my medicines has prevented me from filling or refilling prescriptions in the last 6 months.	5%	*12%



Q: I am going to read you some statements about prescription medicines. Please tell me if you strongly agree, agree, disagree, or strongly disagree with the statement.

Base: respondents in the national survey with a chronic condition taking or supposed to be taking a prescribed medication
OR respondents who have been prescribed medication within the last 6 months (n=868)

* indicates difference is significant

Summary of Key Survey Findings

Lack of Communication

- Americans express a high willingness to ask questions and raise concerns about medicines with a health care professional, but when asked directly, many patients admit the communication is infrequent.
 - **27% rarely or never have consequences** of poor adherence explained
 - 50% said pharmacist never asked if they had any problems taking their medicine
- Less frequent communication reported by patients with poor adherence and Hispanic patients.

Summary of Key Survey Findings

Tools Patients View as Most Useful

- Automatic refills by pharmacy
- List of questions to ask doctor, pharmacist or nurse
- Reduced co-pays if you take your medicine
- 7-day pill boxes

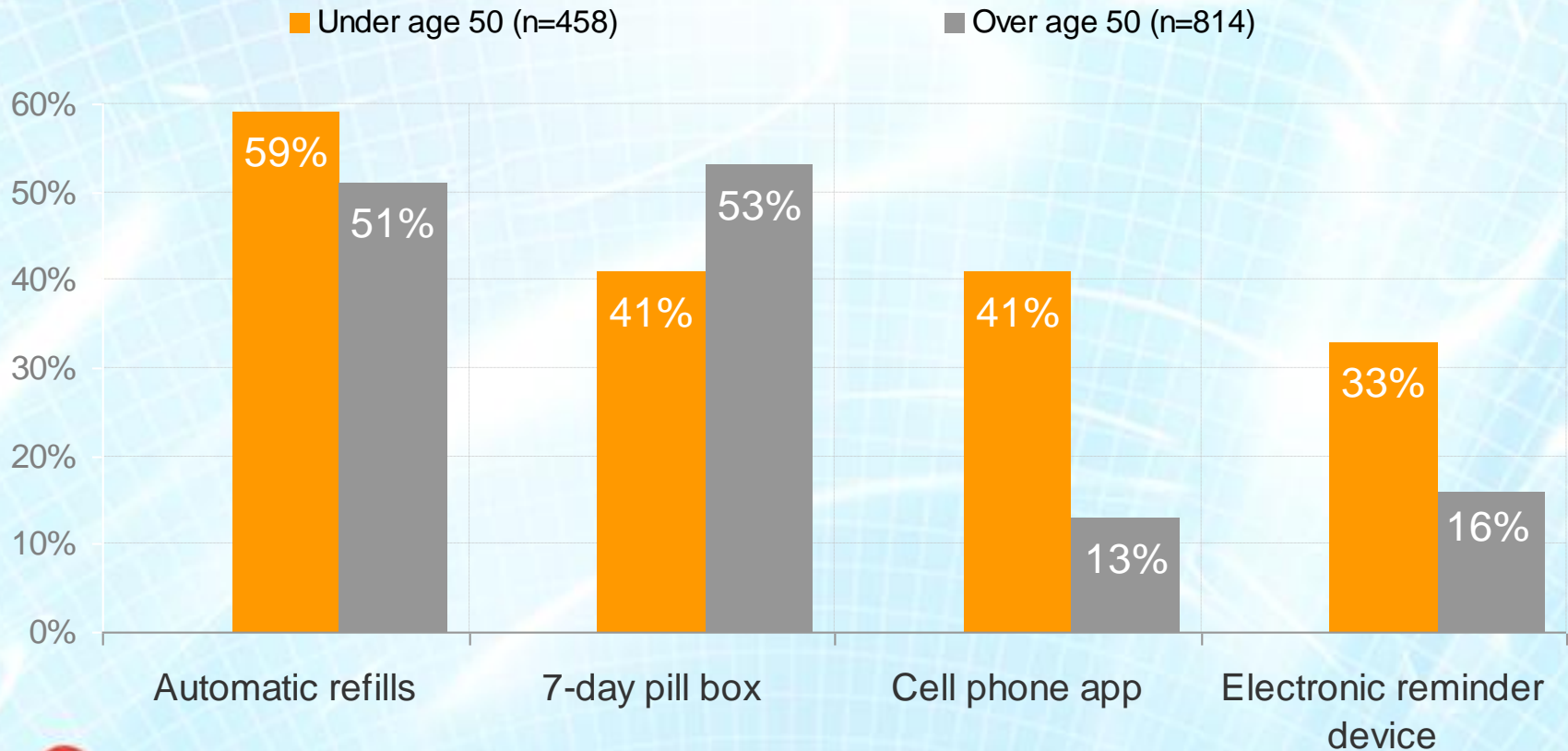
Age divide for cell phone applications and electronic reminder devices

African-American and Hispanic patients showed greater enthusiasm for tools, particularly automatic refills, reduced co-pays, question list, and bringing a family member to appointments

Survey Findings

Age Divide Exists for Tools

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What's Next

- Continue Outreach
- Partnerships
- Policy
- Evaluation
- Extend Campaign



“Everything they’ve done for me and continue to do for me has literally kept me alive. Had they not helped me get back on track with my medication, I wouldn’t be here today.”

-Charles Bird





cook for her tonight.

show her I really
can dance.

take her picture
at Niagara Falls.

cry at our
anniversary party.

paint the living room
her favorite color.

grow old with her.

I WILL take my meds.

If you have a long-term health problem like diabetes, your future depends on taking your medicine. Learn helpful tips at ScriptYourFuture.org.

TAKE THE PLEDGE. TAKE YOUR MEDS.



Script Your Future
130+ Partners working together
to improve medication
adherence



@IWillTakeMyMeds



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