8th International Conference on HIV Treatment and Prevention Adherence

jointly sponsored by

IAPAC
INTERNATIONAL ASSOCIATION OF PROVIDERS OF AIDS CARE

NIMH
National Institute of Mental Health

PIM
Postgraduate Institute for Medicine
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?

- 1 out of 3 people never fill their prescriptions.
- Nearly 45% of the population has one or more chronic conditions that require medication.
- Costs Americans $290 billion per year.
- Nearly 3 out of 4 Americans don’t take their medications as directed.
- More than 1/3 of medication-related hospital admissions are linked to poor 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
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.

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.
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 are available in new languages.

Get Medicine REMINDERS
NEW WALLET CARDS!
Our popular wallet cards are available in new languages.

Featured Tools
- Script Your Future Wallet Card.
  Helps you keep track of your medication schedule and dose.

Health Conditions
- Respiratory
- Cardiovascular
- Diabetes

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

Related Communities & Resources
- 8th International Conference on HIV Treatment and Prevention Adherence
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?

Did you know?

- 75%
- 1/3
- 125k

3 out of 4 people do not take their medicine as directed
1 out of 3 people never fill their prescriptions
125,000 people die every year due to non-adherence

Reasons people don’t take their meds

- Don’t understand how medicine works
- Forgot 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.

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

Baltimore, Birmingham, Cincinnati, Providence, Raleigh, Sacramento
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

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

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

Percent Responding “Very Useful”

Base: All respondents in national survey (n=1,302)
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.

take my meds.

script your future

130+ Partners working together
to improve medication adherence

@IWillTakeMyMeds

www.facebook.com/ScriptYourFuture