



Firm: Health2 Resources

Client: Community Pharmacy Foundation

Project: Original research, communications plan and dissemination

Campaign: Expert practices in the real world: Community pharmacy and patient-centered comprehensive medication management

What if there were experts who worked alongside physicians to adjust and maximize the benefit of all medicines a person takes? Professionals who could help a grandfather control his diabetes and hypertension with fewer side effects, or counsel a young mother trying to manage her schizophrenia and multiple sclerosis so she can get on with her life?

That's the question Health2 Resources answered in this research and B2B communication project for the Community Pharmacy Foundation. The centerpiece of the project was the report, *Get the medications right: a nationwide snapshot of expert practices--Comprehensive medication management in ambulatory/community pharmacy.*¹

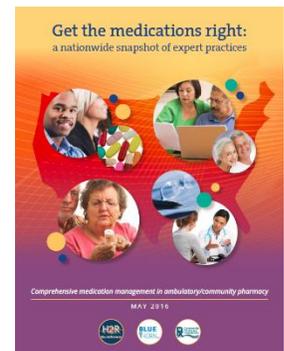
Get the medications right drew on survey responses from 618 pharmacy program directors from 45 states and Puerto Rico, as well as in-depth interviews with leaders from practices delivering comprehensive medication services.

EXECUTION

Phase 1: Development and administration of survey

Phase 2: Analysis of results, interviews and report writing

Phase 3: Dissemination. The research report was only one aspect of this engagement. Health2 Resources created content and designed materials to keep the conversation going about the importance of “getting the medications right.” These resources included PowerPoint, issue briefs, blogs, FAQs and a live webinar. H2R disseminated them widely and made them available at www.health2resources.com/comprehensive_medication_management.html.



The most valuable aspect of the dissemination strategy involved leveraging relationships with trusted pharmacy and medical organizations. H2R worked with representatives of 16 pharmacy membership and educational organizations to disseminate study results and materials through their proprietary channels. In doing so, H2R became part of that trusted network. H2R enlisted the support of the survey participants, giving them early access to the report and certificates for display, and encouraging them to share the report and supporting materials with their colleagues.

Principal Investigator Terry McInnis, MD, MPH, CPE, FACOEM served as the “face” of the report. That was crucial to demonstrate that physicians, as well as pharmacists, endorsed this expanded role. She not only addressed medical and pharmacy groups; she briefed the VA’s undersecretary for health and the VA’s pharmacy and quality-improvement leadership.

RESULTS

Get the medications right: a nationwide snapshot of expert practices--Comprehensive medication management in ambulatory/community pharmacy was the first comprehensive assessment of how clinical pharmacists, in a variety of community and ambulatory care settings, are using comprehensive medication management to make a positive impact on the communities they serve. The report also revealed that comprehensive medication management can be scaled for expanded use.

¹ McInnis, T. Capps, K. *Get the medications right: a nationwide snapshot of expert practices—Comprehensive medication management in ambulatory/community pharmacy*. Health2 Resources, May 2016

Because of H2R's broad and deep dissemination strategy, the report became a catalyst for adoption. Almost a year later, it continues to be accessed and referenced by pharmacists and other medical professionals, as well as thought leaders, policy analysts and other interested parties. Dr. McInnis has become not only the public face of the *report*, but the public face of comprehensive medication management itself; she and continues to speak on the topic nationally.

Table 1: dissemination results

Subject	Date	Unique Opens	Open %	Sent	Clicks	Click %
 <p>Forecast and issue brief</p>	8.7.16	2877	13.3	34998	417	14.5
 <p>Webinar announcement</p>	7.5.16	2218	10.8	33590	278	12.5
 <p>Blog 3</p>	6.30.16	2188	10.6	33623	310	14.2
 <p>Blog 2</p>	6.23.16	2211	10.8	33508	297	13.4

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Forecast brief 	6.16.16	2461	12.0	33439	418	17.0
Issue Brief 	6.6.16	2263	11.2	33114	446	19.7
Blog 1 	5.31.16	2258	11.1	33146	406	18.0
Press release 	5.26.16	2130	10.4	33183	143	6.7