Overcoming Barriers to Medication Therapy Management with Marketing and Technology

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Learning Objectives

- Understand the barriers faced in expanding Medication Therapy Management services
- Discuss how the medication review program works to overcome these barriers
- Share outcomes of the program
- Present future opportunities

Barriers to MTM

- Physician, payer, and other health care providers unfamiliarity with the benefit a pharmacist can bring to the healthcare team
- Patient reluctance to participate in Medication Therapy Management (MTM) services
  - Lack of understanding of MTM
  - Cost out of pocket for cash patients
- Pharmacist limits on time and staffing to provide and document their services

medication review Program

- A computerized tool that assists the pharmacist in analyzing a patient’s medication profile
- Allows a pharmacist to review a patient’s profile in a matter of minutes and create a customized report
- Report covers areas such as:
  - Cost effectiveness
  - Medication Interactions
  - Immunization indications
  - Adherence
  - Other general health and wellness recommendations
- Report is used as a marketing tool to entice patient’s to participate in MTM services

medication review Program

- A Pharmacist/Intern enters the patient’s medications, provided by the patient or electronic database
- Common medications auto-complete for efficiency
- The Pharmacist, or Intern, then answers several questions about the patient’s medications
- Utilizes software as a tool to quickly identify common medication related issues
Program Goals

• Increase acceptance rate of Comprehensive Medication Reviews (CMR) and MTM
• Enroll patients, who previously declined MTM services, in services at the pharmacy
• Improve patient understanding of community pharmacists’ capabilities
• Market other available pharmacy services
  – Immunizations
  – Disease state monitoring
  – Health Coaching

Future Opportunities

• Use program to prepare for comprehensive medication review
  – Potential to decrease MTM preparation time
• Printout may serve as a guide for comprehensive medication reviews (CMRs)
  – Streamline the MTM process
  – Simplify process for documentation

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