

MTM: Successfully Engaging Eligible Patients

Objectives

- Explain What MTM is as defined by the Medicare Modernization Act
- Describe examples of MTM services
- Recognize the various entities who pay for MTM services
- Discuss tactics commonly used to overcome patient barriers to MTM service provision
- Utilize various strategies to successfully engage eligible patients in MTM services

MTM Background

- Concept of Medication Therapy Management (MTM) services is not new
 - Pharmaceutical Care
 - Cognitive Services
 - Pharmacist Services
- Medicare Part D introduced term, "MTM"

What is MTM?

- As defined by the Medicare Modernization Act of 2003 (MMA):
 - Services designed to:
 - Enhance enrollee understanding
 - Increase enrollee adherence
 - Detect adverse drug events, and patterns of overuse and underuse of prescription medications

What is MTM?

- "Distinct service or group of services that optimize therapeutic outcomes for individual patients."
- "Medication Therapy Management services are independent of, but can occur in conjunction with, the provision of a medication product."

Bluml BM. Definition of medication therapy management: development of profession wide consensus. J Am Pharm Assoc. 2005;45:566-72.

MTM Examples

- Selecting, initiating, modifying, or administering medication therapy
 - Cost efficacy management
 - Resolving drug therapy problems with prescribers
- Monitoring/evaluating patient response
- Comprehensive medication reviews
- Providing education/training to patients
- Formulating medication treatment plans

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Who pays for MTM?

- State Medicaid/Other State Programs
- Medicare Part D plan sponsors
 - Prescription Drug Plans (PDPs)
 - Medicare Advantage Prescription Drug Plans (MA-PDs)
- Employer groups
- Pharmaceutical Manufacturers
- Patients

Which patients may benefit?

- Polypharmacy patients
 - Multiple pharmacies, multiple prescribers
- High drug cost patients
- High Complexity Medication Regimens
- High risk medication patients
- Transitions of care
- Patients with numerous comorbidities
- Any patient can benefit!

Patient Eligibility Notification

- Patients notified of eligibility for MTM services via health plan
 - EOB
 - MTM-specific member letter
- Additional education often necessary for patients to understand and accept service
- Local pharmacists play key role

Why are members interested in MTM?

- General medication questions
- Reduce drug costs
- Advice on avoiding adverse drug reactions
- Information on drug interactions
- Simplify dosing regimen
- Achieve therapeutic goals
- Interested in coordinated care

Member interview results from 2006 Humana study
<http://www.pharmacist.com/AM/Template.cfm?Section=Home&CONTENTID=19024&TEMPL ATE=CM/ContentDisplay.cfm>

Why should members want MTM?

- 4 of 5 Adults take a prescription, OTC, or herbal supplement daily, 1/3 of adults take >5
- Over 3 billion prescriptions dispensed annually.
- 1.5 million preventable ADE's occur every year.
- Medication Nonadherence Costs Health Care System \$290 Billion Annually

Reasons Patients Decline MTM Services

- No clear understanding of how MTM is different from:
 - What physicians do
 - What pharmacy services already cover
- Do not understand the value
- Time constraints
- Language barriers/health literacy

Member interview results from 2006 Humana study
<http://www.pharmacist.com/AM/Template.cfm?Section=Home&CONTENTID=19024&TEMPL ATE=CM/ContentDisplay.cfm>

Overcoming Patient Barriers

- "I already do this with my doctor."
- "I don't have time to do this."
- "I don't have any questions."

[http://www.mpha.org/research/overcomingbarriers/MPHAscreening/Patient barrier video](http://www.mpha.org/research/overcomingbarriers/MPHAscreening/Patient%20barrier%20video)

Recruiting Eligible Patients

- Build awareness and increase demand
- Engage in community outreach
 - Present on MTM at a local event
 - Participate in health fairs
 - "CMR days" at local physician's office
 - Sample presentation:
 - MPhA
 - ([http://www.mpha.org/associations/9744/files/MTM presentation - Pharmacists 2 Patients.ppt](http://www.mpha.org/associations/9744/files/MTM%20presentation_Pharmacists2Patients.ppt))

Recruiting Eligible Patients

- Bag stuffers to promote MTM services
 - Sample patient letter/brochure:
 - MPhA
 - (http://www.mpha.org/displaycommon.cfm?an=1&subar_ticlenbr=7)
- Flyers, posters, videos, brochures in waiting area
 - Awareness can be promoted to coincide with monthly themed national awareness campaigns
 - Health-related observances:
 - <http://www.healthfinder.gov/nho/nho.asp>

Recruiting Eligible Patients

- Patient Incentive
 - Remind patient the service is free of charge and a benefit through their Medicaid provider
- Host Health Screenings
 - Engages patients in health activities
 - Web-based tool to inform patients of their needs for screening
 - www.mayoclinic.com/health/health-screening/WO00112
 - Medication Risk Index Quiz
 - www.getoutcomes.com

http://www.pharmacist.com/AM/Template.cfm?Section=Pharmacist_Practitioners&CONTENTID=19061&TEMPLATE=/CM/ContentDisplay.cfm

Medication Risk Index (Q1-4)

MEDICATION RISK INDEX

The following quiz will help gauge your risk for medication-related complications.

1. Which medical conditions apply to you?

<input type="checkbox"/> Acid reflux (heart burn)	<input type="checkbox"/> Mental health condition
<input type="checkbox"/> Asthma	<input type="checkbox"/> Migraine headache
<input type="checkbox"/> Arthritis/COPD	<input type="checkbox"/> Organ transplant
<input type="checkbox"/> Blood pressure (high)	<input type="checkbox"/> Osteoporosis
<input type="checkbox"/> Cholesterol (high)	<input type="checkbox"/> Seizure disorder
<input type="checkbox"/> Depression	<input type="checkbox"/> Pregnancy
<input type="checkbox"/> Diabetes	<input type="checkbox"/> Prostate (enlarged)
<input type="checkbox"/> Heart failure	<input type="checkbox"/> Thyroid disorder

2. How many prescription medications do you take regularly?

None

1-2 medications

3-4 medications

3. Do you take any over-the-counter medications regularly?

Yes

No

4. Do you take any vitamins, herbal products, or nutritional supplements regularly?

Yes

No

NEXT STEP 1 2 3 4

Medication Risk Index (Q5-9)

MEDICATION RISK INDEX

5. Does more than one physician sometimes prescribe medications for you?

Yes

No

6. Do you sometimes get prescriptions filled at more than one pharmacy, including mail order?

Yes

No

7. Are you 65 years or older?

Yes

No

8. Do you live alone?

Yes

No

9. Have you ever experienced a bad reaction to a medication that caused you to visit the emergency room or be hospitalized?

Yes

No

NEXT STEP 1 2 3 4 5 6 7 8 9

BACK

Medication Risk Index (Q10-13)

MEDICATION RISK INDEX

10. Have you been hospitalized in the last 30 days?

YES
 NO

11. Do you sometimes get confused whether or not you have taken a dose?

YES
 NO

12. Do you take any medication without knowing what it is for?

YES
 NO

13. Do you sometimes experience unwanted side effects from any of your medications?

YES
 NO

STEP 1 2 3 4

FINISH BACK

Medication Risk Index (Q14-15)

MEDICATION RISK INDEX

14. Do you sometimes feel that your medications are not working?

YES
 NO

15. Do you sometimes have problems affording your medications?

YES
 NO

STEP 1 2 3 4

FINISH BACK

Medication Risk Index Score

MEDICATION RISK INDEX

Your Medication Risk Index is: High

LOW MODERATE HIGH

You are at an elevated risk for Medication-related Complications. You are an ideal candidate for MTM services from a Personal Pharmacist.

ENROLL IN CONSUMER PLAN
START OVER
BACK

Please note: Only a licensed health care professional following a thorough physical examination can accurately assess your true health condition. The Medication Risk Index is intended to be used only as a guide to help an individual gauge their need for Personal Pharmacist services. The Medication Risk Index has not been statistically validated and should not be used by clinicians or individuals as a health care assessment tool.

Patient Talking Points

- Inform patient MTM is a covered benefit
- Ask patients early about their areas of concern
 - Cost
 - Side Effects/Drug Interactions
- Stress coordination of care with prescribers
- Patients most often have concerns when there is a change in their regimen or benefits (coverage gap)

Member interview results from 2006 Humana study
<http://www.pharmacist.com/AM/Template.cfm?Section=Home&CONTENTID=19024&TEMPLATE=/CM/ContentDisplay.cfm>

Patient Talking Points

- Review benefits of MTM services
 - Organize your medications
 - Avoid drug complications
 - Understand generic and non-prescription drugs
 - Improve medication knowledge
 - Save money
 - Receive a list of medications to take to the pharmacy and future health-related appointments

Patient Talking Points

- Ask open-ended questions
 - Eliminates the chance for patients to say "no"
 - Particularly as it related to the Comprehensive Medication Review (CMR)
- Examples:
 - What day/time work best for you?
 - I have openings available on June 1st at 3 pm and June 2nd at 10 am. Which works best for you?

Service Delivery

- Deliver a remarkable service
 - Greet the patient (Smile!)
 - Undivided attention – make eye contact
 - Organized take-away item
- Goal
 - Improving patient care and understanding
 - Keep patients engaged
 - Demonstrate the value of the pharmacist
 - Convert your patients to “apostles”

To get patients to refer you to others...

- At conclusion of Comprehensive Medication Review:
 - Provide the following:
 - Master Medication List
 - Medication Action Plan
- Patients have something tangible to remind them of the service and to show others
- Demonstrates value

Post-Test Q&A

- As defined within the Medicare Modernization Act of 2003 (MMA) MTM services are to be designed to do which of the following?
 - Enhance Enrollee understanding
 - Increase Enrollee adherence
 - Detect adverse drug events, and patterns of overuse and underuse of prescription medications
 - All of the Above

Post-Test Q&A

- Which of the following are considered to be common examples of MTM services?
 - Comprehensive Medication Review (CMR)
 - Adherence Counseling
 - Identification and resolution of cost savings opportunities for the patient.
 - All of the Above

Post-Test Q&A

- True/False: State Medicaid programs can incorporate MTM as a benefit to members?
 - True
 - False

Post-Test Q&A

- Which of the following are benefits the patient can experience by accepting MTM services by a pharmacist?
 - Adverse drug event avoidance
 - Increased understanding of Medication Therapy
 - Improved cost efficacy of medication therapy
 - All of the Above

Post-Test Q&A

- Which of the following strategies is not recommended when recruiting patients for MTM services?
 - A. Explain the services are a benefit provided through their insurer
 - B. Let the patient know you will be working collaboratively with their doctor to make appropriate changes when necessary.
 - C. Ignore the patient's concerns and dismiss them as a patient who is uninterested in MTM services
 - D. Use Open ended questions and make Eye Contact

Q&A

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