

SCRIPT YOUR FUTURE Research Activities

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FINANCIAL INTEREST

- This research was supported by grants from National Consumers League



OVERVIEW

- Previous research
- Current research
- Benefits of SYF Campaign
- Future opportunities

The screenshot shows the homepage of the Script Your Future website. The header is orange and features the 'SCRIPT YOUR FUTURE' logo on the left. On the right, there are social media icons for Facebook, Twitter, and YouTube, and a link to 'Visit the Health Care Professional Site'. Below these is a 'Sign Up for Email Updates' form with a 'GO' button. A navigation menu below the header includes links for Home, Health Conditions, Tools, Events, Pledge, News, and About. On the right side of the page, there are options for 'TEXT SIZE' and a blue 'Español' button. The main content area features a large banner with the text: 'If you don't take your medicine as directed, you're putting your health and future at risk.' Below the banner are three main sections: 1) 'Lessons Learned' with a sub-headline 'Campaign lessons from three years of the Script Your Future campaign' and a photo of a child being held. 2) 'Take the Pledge. Take Your Meds.' with a photo of hands clasped together. 3) 'Sign Up For TEXT REMINDERS' with a smartphone icon. Below that is a 'Get Campaign MATERIALS' button with a download icon.



PREVIOUS RESEARCH

- Many different factors for non-adherence
- Review assessed various interventions to improve adherence
 - Patient education, behavioral support, reminders, telephone-based counseling, etc.
 - Educational interventions with behavioral support over extended period of time led to moderate improvement in adherence
- Many research priorities
 - Evaluating patient beliefs and behavior towards medications
 - Study effectiveness of different interventional approaches to modify behavior



CURRENT RESEARCH

- Collaboration between California Northstate University College of Pharmacy and National Consumers League
- Pharmacist-led web-based presentation
- Purpose
 - Measure impact of educational intervention on increasing awareness
 - Measure impact on self-reported adherence



METHODS

- Inclusion

- Patient 35 years or older
- Taking prescription medication for at least 1 chronic disease state

- Exclusion

- Patients requiring help from a caregiver
- Healthcare providers
- Patients who had attended a similar presentation in the last 6 months



METHODS

- Pre-survey
 - Inquired about patients' current awareness regarding the importance of medication adherence and their current medication adherence
- 15-20 minute video presentation by a Pharmacist
 - Defined medication adherence
 - Reasons for non-adherence and associated risks
 - Provided patients with resources and tools to increase adherence
- 1- month follow-up survey
 - Similar questions as the pre-survey
 - Inquired whether patients saw a healthcare provider in the last 30-days and the types of questions they asked regarding their prescription medications
- Analysis
 - Data from the pre-survey was compared to the 1-month follow-survey to identify significant trends



BASELINE CHARACTERISTICS

- 166 patients included
- 52% Males
- Average age 56
- 80% Caucasians
- Multiple chronic disease states

Variable	N (%)
Education*	
Less than high school	2 (1)
High school graduate or equivalent	38 (23)
Associates/Technical/Vocational	23 (14)
Completed some part of college	40 (24)
College graduate	39 (23)
Completed some part of graduate	4 (2)
Graduate school or higher	20 (12)
Income*	
Less than \$15,000	12 (7)
\$15,000 to \$24,999	29 (17)
\$25,000 to \$34,999	24 (15)
\$35,000 to \$49,999	26 (16)
\$50,000 to \$74,999	31 (19)
\$75,000 to \$99,999	18 (11)
\$100,000 or more	26 (16)



SIGNIFICANT RESULTS

- More patients in the follow-up group (50%) stated they were “moderately” or “extremely” familiar with the term medication adherence as compared to the pre-survey group (21%)
- More patients in the follow-up group could correctly define medication adherence

Correctly define medication adherence	Pre N (%)*	Follow up N(%)*	P value**
Yes	125 (75)	145 (87)	0.001
No	41 (25)	21 (13)	

- More patients in the follow-up group reported using doctors, nurses and pharmacists as resources for medical information



RESULTS

- More patients in the follow-up group reported using calendars as a reminder tool to take medications as prescribed
- Significantly more patients reported being aware of the questions they need to ask their healthcare providers about prescription medication

Items	Strongly agree N (%)	Agree N(%)	Neither agree nor disagree N (%)	Disagree N (%)	Strongly disagree N (%)	P value*
I know what questions I need to ask my healthcare provider (doctor, nurse, or pharmacist) about my prescription medicines.						
Pre	46 (28)	93 (56)	26 (16)	1 (1)	N/A	<0.001
Follow-up	71 (43)	82 (49)	13 (8)	N/A	N/A	



BENEFITS

- More patients in the follow-up group recognize the importance of taking medication around the same time daily
- Patients recognize the benefits and risks

Item	Frequency (%)* Pre Data	Frequency (%)* Follow Up Data	P-value**
Fewer emergency room visits	80 (48)	110 (66)	<0.001
More quality time to spend with friends and family	92 (55)	114 (69)	0.004

Item	Strongly Disagree N (%)*	Disagree N (%)*	Neither agree nor disagree N (%)*	Agree N(%)*	Strongly Agree N(%)*	P value**
I understand that if I don't take my medicines as prescribed my family will be impacted						
Pre	5 (3)	4 (2)	38 (23)	55 (33)	64 (39)	0.011
Follow-up	1 (1)	8 (5)	30 (18)	48 (29)	79 (48)	



SELF-REPORTED ADHERENCE

- Most patients were highly or moderately adherent at baseline
- Similar trend in the follow-up survey

Morisky 8-Item Final Score	Pre N (%)	Follow- up N (%)
High adherence (0 points)	52 (31)	63 (38)
Medium Adherence (1-2 points)	70 (42)	54 (32)
Low adherence (>2 points)	44 (27)	49 (30)



LESSONS LEARNED

- A 15-minute presentation by a Pharmacist
 - Increases knowledge of medication adherence
 - Increases awareness of importance of taking medications daily
 - Increases likelihood of utilizing healthcare providers
 - Increases awareness of questions to ask regarding their medications
 - Increases awareness of the benefits of adherence and risks of non-adherence
 - Could influence positive future health behaviors
- SYF campaign has had a positive impact on patients' healthcare
 - Easy to implement intervention locally and to large audiences



FUTURE DIRECTION

- Measure self-reported adherence with a longitudinal study
- Focus on minority, underserved population
- Focus on older adults with low health literacy
- Continued partnership between NCL/SYF and CNU



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