



## So Simple, So Hard: Taking Medication as Directed

Medication adherence strategies to improve health outcomes and reduce health disparities

September 15, 2015 – Sacramento, California

### ABOUT THE SPEAKERS

#### **Wafaa “Faye” Araim, PharmD Candidate**

Faye Araim is a student at the University of the Pacific Thomas J. Long School of Pharmacy (UOP), in her third year of study in the Pharmacy Doctorate degree program. She received a Bachelor of Sciences in Chemistry from California State University, Fresno. As president of the student chapter of the Academy of Managed Care Pharmacy Ms. Araim created and developed programming for UOP’s *Script Your Future* Committee. She led the School’s *Script Your Future* Adherence Challenge team project in 2015. Ms. Araim is currently at Cottage Hospital in Santa Barbara for her rotations.

#### **Rae Boganey, MD**

Dr. Boganey graduated from the University of Maryland with a degree in Economics and attained her Doctor of Medicine from The Medical College of Pennsylvania in Philadelphia. She completed a combined residency in Internal Medicine/Pediatrics at the University Hospitals of Cleveland/Rainbow Babies and Children Hospital affiliated with Case Western Reserve University. Since joining Kaiser Permanente San Diego in 2003, Dr. Boganey maintained her clinical practice while holding the role of Physician in Charge of her office building from 2007-2009. She found her passion in her next role as the Physician Director of Complete Care Management, the consulting physician leading outpatient quality for the more than 500,000 Kaiser Permanente members in San Diego. She was also selected as the first Physician Champion of Health Care Disparities, and joined her colleagues as a Customer Engagement Physician Ambassador working with the sales and marketing team. Recently she has returned to full clinical practice. Dr. Boganey is a Delegate for the International Women’s Leadership Association, and was selected as Woman of the Year in 2013 by the National Association of Professional Women.

#### **Rebecca Burkholder, JD**

Rebecca Burkholder is Vice President of Health Policy at the National Consumers League, a national, nonprofit organization that has represented consumers and workers since 1899. She coordinates the League’s work on health care issues, including safe use of medication, patient safety, doctor-patient communication, and direct-to-consumer advertising. Ms. Burkholder is responsible for research on these issues, producing consumer information, and advocating for system changes. She also coordinates the *Script Your Future* medication adherence awareness campaign. Ms. Burkholder serves on numerous boards and advisory panels, including the National Council for Patient Information and Education, and Consumers United For Evidenced-Based Health Care. She testifies before U.S. government agencies on consumer health issues, and speaks at conferences across North America. Ms. Burkholder joined the League in 2001. Previously, she worked as a health care attorney for Reed Smith Shaw and McClay in Washington, DC. Ms. Burkholder graduated with high honors from Georgetown Law Center, and is a member of the Washington, DC bar.

#### **Sarah de Guia, JD**

Sarah de Guia is Executive Director of the California Pan-Ethnic Health Network, a multicultural advocacy organization dedicated to improving the health of communities of color in California. She has more than a decade of experience advocating for access to culturally and linguistically appropriate health care, advancing women’s reproductive justice, and promoting immigrants’ rights. Previously, Ms. de Guia worked as Health Program Manager for Latino Issues Forum, and as Legislative Analyst with the Mexican American Legal Defense and Educational Fund. She served as a mentor with the Women’s Policy Institute, and is a graduate of CompassPoint’s Next Generation Leaders of Color program. Ms. de Guia earned her Juris Doctor from Santa Clara University School of Law and her BA from the University of California, Berkeley.

### **Karen Farris, PhD**

Dr. Farris is the Charles R. Walgreen III Professor of Pharmacy Administration and Professor of Social and Administrative Sciences, and Chair of the Department of Clinical, Social & Administrative Sciences at the University of Michigan, College of Pharmacy. Her research and teaching focus on social theories in medication self-management, and the role of pharmacists in influencing medication use and public health. Dr. Farris recently quantified the impact of pharmacists practicing under collaborative agreements in patient-centered medical homes. She has identified a belief-based component to forgetting medications; and is leading a study on the impact of an artificial-intelligence based text-messaging system to improve medication adherence among people with uncontrolled hypertension. Dr. Farris is also working on two projects focused on medication adherence and oral oncolytics.

### **Vasudha Gupta, PharmD, BCACP**

Dr. Gupta is an Assistant Professor at California Northstate University (CNU) College of Pharmacy. She received her Doctor of Pharmacy degree from the University of Rhode Island. In 2011, she received the President's Volunteer Service Award for the time she contributed to serve the medical needs of patients at a community health center in Rhode Island. Dr. Gupta completed her post-graduate residency training at Coastal Medical, Inc. in Providence, with a focus in chronic cardiovascular disease state management. Her research interests include management of cardiovascular diseases and medication adherence within underserved populations. She has been involved with the *Script your Future* Campaign since 2012, and has served as CNU's liaison for students and faculty involved in *Script Your Future* California/Sacramento community-based activities.

### **Liz Helms**

Ms. Helms has been a patients' rights leader since her recovery from Temporomandibular Joint Disorder (TMJ) in the mid-1990s. She is recognized in California and nationally for her vision, breadth of knowledge, and commitment to coalition building, grassroots advocacy, strategic planning, and policy development. After co-founding the TMJ Society of California she helped to pioneer patients' rights laws in California. Ms. Helms went on to become the San Diego Right Care Initiative University of Best Practices Coordinator, working to make San Diego the first heart attack and stroke free zones. She received the California Pharmacy

Foundation's Michelotti Public Health Prize for her work in bringing the clinical pharmacist onto the care team. Currently, Ms. Helms is President & CEO of the California Chronic Care Coalition, an alliance of more than 30 consumer health and provider organizations that promote collaboration with policymakers and industry leaders to improve the health people with chronic conditions. She leads the National Stakeholders Specialty Medication Collaboratory, which works to ensure access to affordable medications and advocates for the enforcement of anti-discrimination laws in the Affordable Care Act. Ms. Helms serves on boards and committees for the California Healthcare Performance Information System; the California Department of Public Health; The CA Endowment, and the University of California (UC) Berkeley School of Public Health.

### **Peter G. Kaufmann, PhD**

Dr. Kaufmann is Deputy Chief of the Clinical Applications and Prevention Branch in Cardiovascular Diseases, with previous appointments as Acting Director of the Office of Behavioral and Social Sciences Research and Senior Scientist in the National Heart, Lung and Blood Institute Center for Translation Research and Implementation Science. Building on a background in behavioral neuroscience, Dr. Kaufmann has extensive experience in the design, conduct, and analysis of clinical trials, particularly with respect to prevention of cardiovascular diseases and behavioral or lifestyle interventions. Major multi-site clinical trials under his leadership include the Trials of Hypertension Prevention, the Raynaud's Treatment Study, and the Enhancing Recovery in Coronary Heart Disease patients, each of which included challenges to adherence. Dr. Kaufmann has served on the National Institute on Drug Abuse (NIDA) Clinical Trials Network Data Safety and Monitoring Board, and was Chair of the NIDA DSMB for Rapid Testing for HIV. He conducts the Annual Summer Institute on Behavioral Randomized Clinical Trials that just completed its fifteenth year. Dr. Kaufmann is a Fellow in the Academy of Behavioral Medicine Research, the Society of Behavioral Medicine (SBM) and the International Society of Behavioral Medicine. He served as President, Secretary and a member of the Executive Boards of these organizations.

**Charles Lee, MD**

Dr. Lee is president of Polyglot Systems, Inc. in Morrisville, NC, which he founded in 2001 to develop practical, affordable, multi-language technology solutions to improve healthcare access and reduce disparities for underserved and limited English proficient patients. Dr. Lee is an internal medicine physician and past National Library of Medicine fellow in medical informatics at the University of North Carolina (UNC) Chapel Hill/Duke University. He has extensive experience in patient-centered healthcare communications, language barriers, health literacy, healthcare software user experience, and instructional design. He is a recipient of the U.S. Small Business Administration's Tibbetts Award for his work in healthcare and technology, as well as the Triangle Business Journal's Health Care Heroes award. Dr. Lee is an Adjunct Assistant Professor at the UNC Eshelman School of Pharmacy where he is working on several projects to improve medication adherence among patients with diabetes and asthma. He is also a member of the FDA's Risk Communication Advisory Committee.

**Kirby Lee, PharmD, MA, MAS**

Dr. Lee is an Associate Professor of Clinical Pharmacy at the UC San Francisco (UCSF), where he received his PharmD, Pharmacy Practice Residency Training, Health Policy Fellowship, and Masters in Clinical Research Methods. He completed programs in mobile health design from Tufts University and the National Institutes of Health. Dr. Lee leads research to understand barriers and solutions to optimal medication use by patient, provider and system level factors; and he is designing interventions to screen for medication related problems using dashboards, Web portals and mobile applications. In 2011, he established the Patient Health Information Technology Lab for demonstrating and testing Website and mobile applications test and refine the design, functionality, and usability of mHealth interventions. Dr. Lee provides clinical services for the UCSF Medical Center's Complex Care Support Team, consulting on medication issues arising at home and during transitions in care. He is the Director of the CMS-funded Medication Management Module for the Dementia Care Ecosystem Project, which incorporates technology to screen for medication related problems and provides medication management, counseling and education for patients and caregivers in conjunction with an interdisciplinary team of navigators, nurses, physicians and pharmacists.

**Kajua B. Lor, PharmD, BCACP**

Dr. Lor is an Assistant Professor and Research Director at Touro University California College of Pharmacy. She is a board certified ambulatory care pharmacist, and a Native Hmong speaker with proficiency in Spanish. Dr. Lor is a clinical pharmacy specialist at Ole Health, a federally qualified health care center. The American Pharmacist Association selected Dr. Lor as a One-to-One Patient Counseling Recognition Awardee for her unique consultation skills. Her research interests include medication adherence, medication therapy management, patient activation measures, and vaccinations. Dr. Lor was selected as a Programs to Increase Diversity among Individuals Engaged in Health-Related Research (PRIDE) Scholar in 2012, and completed research training at Columbia University. She is Touro's *Script Your Future* faculty ambassador.

**Gary Passmore**

Mr. Passmore has been with the Congress of California Seniors (CCS) since December of 2002. He oversees CCS' Sacramento office, leading an active advocacy program in the State Legislature, U.S. Congress, and before state regulatory and administrative agencies. Mr. Passmore also coordinates advocacy work with many other groups and serves on coalitions in health care, long-term care, affordable housing, and nursing home reform. Before joining CCS, Mr. Passmore headed a public affairs consulting firm after serving as Chief of Staff to the Governor of Missouri. He was State Budget Director of Missouri and served as a state budget official in Illinois and North Carolina. Mr. Passmore is a graduate of George Washington University and has a Masters from the University of North Carolina at Chapel Hill.

**Marilyn Stebbins, PharmD**

Dr. Stebbins completed her undergraduate studies at UC San Diego and her PharmD at UC San Francisco. After completing a Pharmacy Practice Residency at the UC Davis Medical Center, she developed and implemented pharmacist-run clinics at the VA Outpatient Clinic in Sacramento. As faculty in the UCSF School of Pharmacy, Dr. Stebbins' has developed innovative practice models in physician group settings. With the passage of the Affordable Care Act and the need for more community-based providers, her goal is to develop innovative team-based models in the ambulatory and community pharmacy settings. Dr. Stebbins' research includes the transition of pharmacy care from acute and post-acute settings to the community, with an emphasis on an accurate medication lists through these transitions of care.

**Michelle Tenerelli, RPh**

Dr. Tenerelli serves as Rite Aid Corporation's Director of Field Clinical Programs for the West Coast where she is involved in training Rite Aid pharmacists for clinical programs. She has advanced training and certifications in lipid management, diabetes, and pharmacy based immunization. Dr. Tenerelli is an American Pharmacists Association Faculty Trainer, and remains active in the expansion of immunization in pharmacy practice through participation in Immunization Coalition meetings and various advisory boards. Dr. Tenerelli received her BS from the University Of Washington School Of Pharmacy where she focused her extern rotations on pediatrics and general family medicine. Upon graduation Dr. Tenerelli worked in Rite Aid community pharmacies as a staff pharmacist, and later as Pharmacy Manager in Covington, WA, where she collaborated with physicians, pharmacies, and community organizations to provide care and education to patients with asthma, cardiovascular disease, and diabetes. Dr. Tenerelli also conducted community awareness activities on poisoning and prevention, the importance of immunizations, and healthy lifestyles.

**Joan Werblun, RN**

Ms. Werblun is Vice Chair of the Board of Directors of the California Health Collaborative, a non-profit organization administering programs throughout California to promote quality life and healthcare for underserved populations. She spent more than thirty years as a Diabetes Nurse Expert for the University of California Davis Health System, and was recruited by the California Department of Health Care Services to lead the development of statewide standards for diabetes care and management. She was Chair of the program through its transition to the Diabetes Coalition of California, and was given a proclamation by then Governor Pete Wilson for her work. Ms. Werblun served on local, state and national boards and committees of the American Diabetes Association for 27 years. She was awarded a grant from the American Pharmacists Association Foundation and spent a year with migrant

farm laborers in Lost Hills, California as part of the Project Impact, a national study of patient empowerment and care in the field of diabetes. Ms. Werblun spent time in Nigeria and Ghana working in villages and hospitals teaching diabetes management to hospital staff and patients. She served as the founding Chair of Citizens for the Right to Know, which advocated for transparency in managed care coverage, and worked with legislators to create the California Department of Managed Care. Ms. Werblun is retired from UC Davis but continues her diabetes work.

**Stephanie Wong, PharmD Candidate**

Stephanie Wong is a 4<sup>th</sup> year pharmacy student at UC San Francisco (UCSF). As a *Script Your Future* team leader for the past three years, Ms. Wong has organized creative campaign programs using social media and technology to reach diverse audiences. Her leadership of UCSF's *Script Your Future* Student Adherence Challenge teams led to national honors in 2013, 2014, and 2015. In the 2015 campaign Ms. Wong coordinated and participated in a nationally-aired news segment on medication adherence on a Vietnamese TV station. She earned a BS in animal science and chemistry from the California State Polytechnic University, Pomona. After graduating with her PharmD in 2016 she plans to complete a pharmacy residency in managed care or pharmacy practice. Ms. Wong hopes to continue to inspire future generations of students to become adherence advocates.

**Leah L. Zullig, PhD, MPH**

Dr. Zullig is a Health Services Researcher, Assistant Professor of Medicine at Duke University, and an Investigator at the Durham Veterans Affairs Medical Center. Dr. Zullig's research interests include promoting chronic disease patient self-management, the reduction of healthcare disparities, and developing cancer care quality monitoring systems. Her research is supported by a Department of Veterans Affairs Health Services Research & Development Award. Dr. Zullig has authored 55 peer-reviewed publications.

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