



Script Your Future 2013 Year in Review

When the National Consumers League began planning this campaign in 2009, medication adherence was not part of the national dialogue on health care. Now, thanks in part to the campaign and our work and that of our Partners, adherence is at the forefront of discussions on how to deliver better health outcomes and reduce costs.

Campaign by the numbers

Since our launch in 2011...

550 community events, where we interacted with **2.7 million** consumers and introduced **30,000** health care professionals to the campaign.

The Annual Student Challenge

3,400	120	18,000	300
Future health care professionals have participated	School teams have participated in the Challenge	Patients were directly counseled by Challenge participants	community events held in 35 states

Measuring our impact

Stories from the field

The campaign launched a new website portal, "Stories from the Field," featuring patients, health care professionals (HCPs) and others impacted by the campaign. Hear from Charlie in Cincinnati, Barbara in Sacramento, Senator Jack Reed and others about the campaign's impact in their lives and community.



Script Your Future success stories from our target markets, submitted by people like TJ and Zach, Gladimir, Charles and Josephine.

Coalition member survey

In our summer 2013 online survey, local coalition members reported that the coalitions are making a difference. Two-thirds strongly agreed or agreed that being part of the coalition has had a positive impact on their own work on adherence. More than 75 percent of respondents believed that the coalition increased the awareness of the importance of medication adherence in the community.

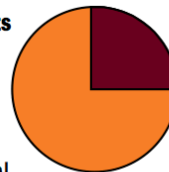
Target market midpoint evaluation

Survey results

One in five of those taking medications report managing medications better than one year ago across the target markets.



75% of respondents reported that having a conversation with their health care professional about their medicines was a helpful tool to improve their adherence.



Patients in our target markets are communicating more with their health care professionals.

The fall 2013 midpoint evaluation of the target market cities provides insight into patient-provider communication and the use of tools to help with medication adherence. Some survey highlights:

- One in five of those taking medications report managing medications better than one year ago across the target markets.
- Americans with chronic conditions are more likely to see increased communications from health care professionals (HCPs) compared to one year ago, particularly with pharmacists (8% increase in those who say their pharmacists are asking if they have a problem with their medicine every time/occasionally).

- Those who report increased communication with HCPs compared to those who report decreased communication are more likely to report managing medications better (41% vs. 16%) and have a better understanding of the importance of taking medications as directed (69% vs. 38%).
- Three quarters of Americans (75%) find having conversations with health care professionals very or somewhat helpful, 70% find question lists very or somewhat helpful, and 56% find medicine charts very or somewhat helpful tools to improve adherence.

Partnerships

Medication Adherence Team Challenge

In the second annual *Script Your Future* Team Challenge in February, 1,700 future health care professionals held more than 200 events across 35 states, directly counseled over 12,000 patients, and reached more than 3 million consumers nationwide. The third Challenge will take place in February 2014. The activities, events, and inter-professional teams could be followed on Twitter using #SYFchallenge.



This year's Challenge included students from multiple health care disciplines bringing campaign messages to patients across the country (left and right); winning teams were honored by the Surgeon General in Washington, DC (center).

Committed Partner meeting

In July 2013, the campaign gathered more than 100 Committed Partners and stakeholders in Washington, DC, to celebrate the campaign's successes to date and hear a keynote address from Dr. Regina Benjamin, the 18th US Surgeon General. A long-time supporter of the campaign, Dr. Benjamin stressed the importance of a team approach to improving adherence, praising the diversity of the *Script Your Future* coalition. After the meeting, many participants joined her in her final Walk to Wellness.

Federal government support

Script Your Future received a two-year grant from the Food and Drug Administration to assist in developing new online resources, provide additional support for counseling and consumer education, and increase awareness and understanding of medication adherence.

GSA Partnership

In partnership with the FDA's Office of Women's Health and the Federal Citizen Information Center, General Services Administration, *Script Your Future* wallet cards, door hangers and other

resources can now be ordered in bulk online through the publications.usa.gov website. Health care providers can use the campaign materials to help patients manage their medications.

Script Your Future Presents: Medication Adherence in Practice webinar

Script Your Future hosted a webinar for nearly 200 health care professionals, “Medication Adherence in Practice” featuring a lively chat with Dr. Ira Wilson, Chair of the Department of Health Services, Policy & Practice at Brown University, about how to use a patient-centered approach to improve medication adherence.

Target Markets

Through our target markets, the campaign has had a presence at over 550 community events, interacting with more than 2.7 million consumers, counseling tens of thousands directly, and introducing more than 30,000 health care professionals to the patient-centered messages of *Script Your Future*.



Target Markets across the country reach thousands of consumers at events in pharmacies, health fairs and senior centers.

Target Market Coalition Highlights for 2013

Script Your Future Baltimore organized two events for HCPs in Maryland and Washington, DC, offering workshops on motivational interviewing, health care reform, continuing education and chances to network with colleagues about medication adherence.

As the health care market place enrollment began, ***Script Your Future Birmingham*** jumped in to provide consumers accurate information about medication adherence and the implementation of the Affordable Care Act, holding a health fair on October 1, and continuing to partner with local health advocates to be a source of information.

Script Your Future Cincinnati outreached to underserved and low-income patients in the Cincinnati area through partnerships with local groups, to hold series of events and health fairs to offer tips on improving adherence.

Script Your Future Raleigh continues to work with the North Carolina Alliance for Healthy Communities and other local partners to provide campaign materials to pharmacies and other HCPs around the state. In partnership with NCAHC, a report on North Carolina statewide adherence was issued in late fall.

Script Your Future Providence continues to partner with Million Hearts™ and United Way of Rhode Island to disseminate materials. The coalition also partnered with the Rhode Island Division of Elderly Affairs throughout the year, culminating in a series of events during Medicare Open Enrollment.

Script Your Future Sacramento developed a partnership with state Assemblyman Dr. Richard Pan, creating a series of joint community Town Hall events and policy forums. We also began distributing new wallet cards translated into Hmong, Vietnamese and Chinese in California. In 2014 the coalition will begin a joint research and evaluation project with California Northstate University.

Outreach

Materials disseminated. In 2013 alone, the campaign distributed more than 500,000 wallet cards to consumers, patients, and health care professionals across the country. Since the campaign launch we have distributed close to 800,000 wallet cards and 40,000 posters.

Ad Council Endorsement. The Ad Council has given the *Script Your Future* public service announcements (PSAs) its seal of approval as an “endorsed campaign.” The campaign is included in the Council’s 4th quarter publication and will appear in Ad Council promotions to media outlets throughout 2014.

New Languages. In 2013, the campaign launched new wallet cards in Hmong, Vietnamese and Chinese. Now available in five languages, the *Script Your Future* wallet cards are helping us reach out to diverse communities.

What’s Next

As we think about the changing landscape in adherence and health care, and the impact the campaign has had to date, we are excited about the possibilities 2014 brings. Wishing you a happy and healthy 2014!