



Target Market Update: 2013 Coalition Member Survey

Script Your Future surveyed coalition members from the six target markets about their involvement and experience with their local coalitions. The responses summarized below are based on the responses of approximately 80 coalition members in Baltimore, Birmingham, Cincinnati, Raleigh, Providence, and Sacramento.



Steady growth

Local target market coalitions continue to grow.

More than 30 percent of respondents have joined their local coalition within the last year.



Barriers

Top five barriers to adherence in local communities:

1. Lack of patient education on adherence and chronic conditions
2. Lack of access to health care
3. Cost of prescription medications
4. Poor communication between health care providers and patients
5. Poor health literacy



Diversity

Target market coalitions represent a wide variety of professions:

Pharmaceutical industry: 22 percent	Government agencies: 10 percent
Health care professionals: 13 percent	Pharmacy: 10 percent
Academia: 10 percent	Other: public health, business, advocacy groups, health plans and hospitals.
Community-based organizations: 10 percent	



Community focus

Most members represent local and regional interests.

More than 70 percent of coalition members represent the community, local, or regional level of their organizations.



Shifting the conversation

Involvement in the coalition has increased members' involvement in promoting, studying or measuring medication adherence.

Half of all respondents had minimal involvement in adherence prior to joining the coalition and nearly two-thirds agreed that being part of the coalition had a positive impact on their work on adherence.



Making a difference

Coalitions are making a difference.

More than 75 percent of respondents believe that the coalition increased the awareness of the importance of medication adherence in their community and agree that the coalition has raised the level of the conversation about adherence among community leaders.

Future priorities

Moving forward, respondents identified the following priorities local coalitions:

1. **Strengthen partnerships** with health care professionals or practices to distribute *Script Your Future* materials to patients.
2. **Solidify partnerships** or develop collaborative programs with health profession schools.
3. **Evaluate *Script Your Future* messages** at local events or activities through detailed measurement.