



**SCRIPT
YOUR
FUTURE**



Lessons Learned from the *Script Your Future* Campaign

A Report from the National Consumers League

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Executive Summary

Nearly three out of four Americans report that they do not always take their medications as directed. This poor adherence leads to serious health consequences and billions of dollars annually in avoidable healthcare costs. People with chronic conditions are especially at risk, yet far too many do not understand how and why they should take their medications.

To address this problem, in 2011 the National Consumers League (NCL) launched *Script Your Future*, the first and only national campaign to raise awareness of the importance of taking medications as directed. Bringing together more than 135 stakeholder organizations, *Script Your Future* has aimed to help people with chronic conditions—cardiovascular disease, respiratory disease (asthma and COPD), and diabetes—along with their family caregivers and health care professionals, to talk more clearly and effectively with each other about adherence.

Script Your Future's national outreach and targeted efforts in six pilot cities have reached millions of Americans through hundreds of local events, traditional and social media, educational programs by campaign stakeholders, and the campaign website. The Medication Adherence Team Challenge has engaged thousands of health professions students, as they disseminated campaign materials to millions in their communities across the nation.

Planning, developing, and conducting the campaign, NCL has learned some valuable lessons that could be useful to others who wish to tackle the adherence problem or to bring diverse stakeholders together to address other pressing public health issues. As we come to the three-year mark of the campaign, we want to share the lessons we have learned to date. *Script Your Future* is succeeding because we:

- Put the patient first.
- Welcome stakeholder participation to maximize their investment.
- Complement national efforts with community-based activity.
- Identify a community's strengths and focus there.
- Are flexible and inclusive.
- Give those who can help the tools they want and need to spread our message.
- Include a campaign component that will live on.

In the report that follows, we describe and illustrate these lessons more fully. We hope they are helpful to others who, like NCL, are committed to improving public health.

The Adherence Problem

Too many Americans don't take their prescription medications the way they're supposed to. The result? They're sicker than they would be if they did, and their "poor medication adherence," as experts call it, costs the nation billions of dollars every year.

More than half of medications prescribed to treat chronic conditions are not taken as directed,¹ and about a third of prescriptions are never even filled by patients.² Approximately 125,000 deaths per year in the United States are linked to patients not taking their medications.³ Between 33 and 69 percent of medication-related hospital admissions in the United States are due to poor adherence,⁴ with total cost estimates for non-adherence ranging up to \$290 billion each year.⁵ This includes costs for additional doctor visits, emergency room visits, hospital admissions, additional medicines, and lost work productivity.

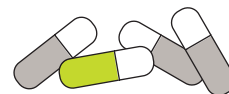
These figures confirm what we already know: that poor adherence leads to considerable morbidity, mortality, and avoidable health care costs.⁶ Poor adherence may also lead to other undesirable outcomes, including patient and physician frustration, misdiagnoses, and even unnecessary treatment and worsening of the condition.⁷ In fact, failure to identify and address poor adherence often results in intensified medication therapy with increased doses of medication, thus increasing the overall cost of treatment, as well as increasing the risk of adverse effects.

We also know that improved medication adherence leads to better health outcomes, including improved life expectancy and quality of life, as well as cost savings. Patients with chronic conditions who are adherent to their medications have fewer emergency department visits and hospitalizations than patients who are not adherent, and they save more than \$7,000 on average annually in overall health care costs.⁸

Despite decades of public and private efforts, however, poor adherence persists. Even worse, most Americans, particularly those with chronic health conditions, don't fully understand that not taking their medications as directed puts them and their families at risk. And, most Americans are not familiar with the term "medication adherence" and how it impacts them and their families.



Poor medication adherence costs Americans \$290 billion per year.



3 out of 4
Americans don't take their medications as directed.



1 out of 3
People never fill their prescriptions.



More than 1/3 of medication-related hospital admissions are linked to poor adherence.

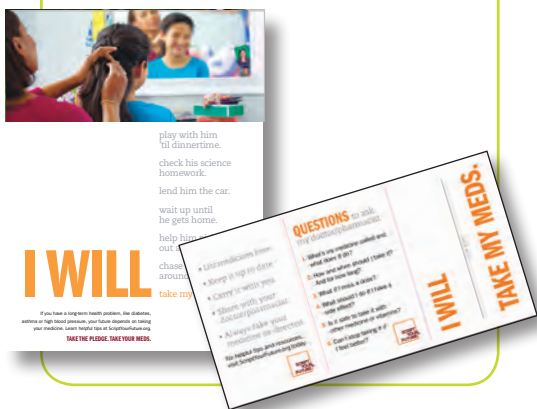
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“

The Agency for Healthcare Research and Quality (AHRQ) is pleased to have helped the National Consumers League in the initial planning stages of a national campaign on medication adherence. Both organizations worked together with the goal of **improved healthcare quality and outcomes for patients**. AHRQ is pleased to see how the *Script Your Future* campaign has grown.

- The Agency for Healthcare Research and Quality

Since the campaign launched, we have distributed more than 1 million wallet cards to patients and 40,000 *Script Your Future* posters to health care professionals.



The Solution: *Script Your Future*

In 2008, the National Consumers League, with its long history of working on medication safety and coalition building, set out to plan and execute a national education campaign on medication adherence.

Objective

Raise awareness about the importance of taking medication as directed

Target Audiences

Patients with chronic conditions—respiratory, cardiovascular, diabetes

Family caregivers

Health care professionals

Scope

National

6 Pilot Cities

135+ Committed Partners

3+ year campaign launched May 2011

The *Script Your Future* campaign, launched in May 2011, educates patients, their caregivers, and health care professionals about the consequences of poor adherence, and encourages better communication about medication, offering tools and resources to help improve adherence including:

Interactive website (ScriptYourFuture.org) featuring:

- o Free text message medicine reminders
- o Charts to keep track of medications
- o Interactive videos on chronic conditions
- o Sample questions for patients to ask their health care professionals
- o Fact sheets on common chronic conditions
- o Personal Pledge to take your meds
- o Companion site for health care professionals
- o Social media communities

Public service announcements for television and radio in English and Spanish

Consumer materials, including:

- o Posters
- o Wallet card featuring an easy-to-use medication list, questions to ask a health care professional, and the personal Pledge (available in English, Spanish, Vietnamese, Chinese and Hmong)
- o Door hangers and infographics in Spanish and English

Health professions student education and outreach

The campaign was the first of its kind. It has brought adherence into the heart of the debate about redesigning health care and moving from a focus on “health-care delivery” to a system that is truly patient-centered. With more consumers accessing medications as a result of health coverage through the Affordable Care Act (ACA), encouraging good adherence is more important than ever.

Our Reach

Since the program's national launch in 2011, which involved a media event featuring Dr. Regina Benjamin, 18th United States Surgeon General and the distribution of our public service campaign materials, *Script Your Future* has had tremendous success raising awareness of medication adherence. The campaign has interacted with more than 12 million consumers, with volunteers counseling more than 60,000 patients directly across the country at more than 1,000 events featuring our materials. More than 50,000 health care professionals have been introduced to the campaign, and we've seen 350 million+ media impressions.

The campaign website, ScriptYourFuture.org—where consumers can take The Pledge, professionals can download tools for better communicating with patients, and people can find events in their communities—has seen hundreds of thousands of unique views. Visitors spend an average of three minutes per visit, and half download campaign tools.

Script Your Future's network has continued to grow, with 135+ Committed Partners and 200+ organizations represented in local coalitions, through which we've distributed 40,000 campaign posters and more than a million wallet cards.

To measure the impact of the campaign over time, we conducted pre-launch and mid-point patient surveys, which we will repeat again in 2015. We found positive improvements in respondents' self-reporting on how they manage medicine and communicate with doctors and pharmacists. We also surveyed coalition members, who overwhelmingly reported that their involvement had positively impacted their work on adherence, and that they had seen increased awareness of adherence in their communities.

Pilot Cities

Based on stakeholder input and criteria such as prevalence of chronic disease and geographic and demographic diversity, six pilot cities were chosen to be the home of concentrated outreach efforts. We contracted with field organizers with extensive connections and partnership-building experience to form local coalitions. Each planned campaign activities, worked with local media, and measured impressions. Under the supervision of NCL staff, field organizers collaborated with each other, reporting and sharing ideas, insights, and strategies.

Script Your Future across the country

Baltimore, Maryland
Birmingham, Alabama
Cincinnati, Ohio
Providence, Rhode Island
Raleigh, North Carolina
Sacramento, California



135

Committed Partners, plus more than 200 organizations represented in the local coalitions.



60,000

Patients provided with direct counseling.



50,000

Health care professionals introduced to the campaign.



12 million

Consumers have interacted with *Script Your Future*.



1,000 +

Events hosted nationwide.



350 million

Media impressions since 2011.

Campaign Lessons: The Things We Learned

1

Lesson: Put the patient first.

Script Your Future has been successful because, on all levels, it has put the patient, the person struggling with chronic health conditions, first.

From the campaign's earliest planning stages through research, project design, message development, launch, and ongoing execution, we put patients' needs, beliefs, hopes, fears, and strengths at the center. We built a campaign to empower and help them take their medications for reasons that make sense to them. Patients often have understandable reasons for not taking their medicine as directed: forgetfulness, lack of confidence in the medicine's effectiveness, fear of side effects, trouble administering the medicine, particularly with injections or inhalers, difficulty finding time to refill a prescription, and cost of medicines. We knew from the start that we had to break down the term "medication adherence" to something that is relevant to patients. And in order to get to the bottom of and address their reasons for not adhering, we'd need to open the lines of communication between patients and health care professionals.

In focus groups and interviews with people with chronic conditions, family caregivers, and health care professionals, we learned three things:

- People do not always fully understand their chronic health condition and the consequences of not taking their medicine as prescribed.
- The fear of burdening others or missing out resonates. The risk of poor health having a negative impact on one's family or the resulting deprivation of enjoying major family events was identified as a motivating factor.
- People want to manage their condition, to be in charge of their health, and to be empowered.

With these insights in mind, and building on extensive adherence research over the last 40 years, we developed *Script Your Future*'s core messages:

- If you don't take your medicine as directed, you're putting your health—and your future—at risk.
- If you have questions about your health problem, how your medicine works, side effects, or other concerns, talk to your health care professional.
- ScriptYourFuture.org can help you take your medicine and take back your future.



“The framing of this campaign is brilliant. **You are in control of your own future.** It brings it home personally. You can control your future by taking action now. NCL is the ideal lead for this effort, a trusted advocate for the health and welfare of the public. We at FDA intend to support NCL in any way we can to keep this effort going.

- Janet Woodcock, Director, Center for Drug Evaluation and Research,
U.S. Food and Drug Administration

Script Your Future campaign materials, like this poster, focus on the patient. By prompting individuals to think about why better health is important to them personally, the campaign has made broad messages resonate in unique, powerful ways.



play with him
'til dinnertime.

check his science
homework.

lend him the car.

wait up until
he gets home.

help him pick
out a tux.

chase his kids
around the yard.

take my meds.

I WILL

If you have a long-term health problem like diabetes, asthma, COPD, or high blood pressure learn helpful tips for managing your condition at ScriptYourFuture.org.

TAKE THE PLEDGE. TAKE YOUR MEDS.

**SCRIPT
YOUR
FUTURE**

2

Lesson: Welcome stakeholder participation to maximize their investment.

We invited all stakeholders to roll up their sleeves and participate actively in campaign planning. This established a sense of ownership and a spirit of collaboration and equality, and it built trust and commitment among our campaign partners, who appreciated the opportunity for genuine, substantive collaboration.

Bringing wide-ranging experience, professional backgrounds, and perspectives to the process—as well as a range of capacity to contribute funding, expertise, and other resources—Committed Partners worked with NCL to:

- Develop the campaign’s objectives and identify target audiences
- Provide advice and guidance about research strategy
- Help determine pilot cities
- Select tools and resources for the campaign website

Throughout the campaign, NCL has encouraged Partners’ continued engagement through monthly email updates, annual in-person meetings, and frequent phone and email dialogue. Many national partners are also active in one or more pilot city coalitions.



“One of the things that is quite extraordinary about the *Script Your Future* campaign is that it is working in collaboration with dozens of other stakeholders. By working in partnership with committed and experienced teammates from all across the healthcare industry, we can address this problem. **We all know that improving medication adherence is not an individual sport, but a team one.** And with *Script Your Future*, we have an ideal model to follow. With this campaign, NCL established a new standard for national consumer health coalitions.

- Will Shrank, Chief Scientific Officer, CVS Caremark

3

Lesson: Complement national efforts with community-based activity.

We maximized our resources and expanded our reach, visibility, and effectiveness by combining national outreach with grassroots efforts in the pilot cities.

Too often, national campaigns lack ongoing direct local engagement and outreach. In *Script Your Future*, the synergy between the two tracks strengthened each effort.

At the national level, the Committed Partners were the campaign's strongest champions, giving *Script Your Future* greater reach. Since all campaign materials could be co-branded, Partners were able to freely use the materials with their constituents. Many Partners used campaign tools to support their own outreach, adapting campaign themes, messages, and materials for their constituents.

Script Your Future Partners disseminated campaign messages and materials through websites, newsletters, conferences, retail outlets, health care office promotions, and more.

- Aetna Behavioral Health adapted the campaign messages and sent them to more than 100,000 providers as a tool to encourage adherence to antidepressant medications among patients covered by its plans. Aetna also sent campaign information to more than 30,000 beneficiaries with new prescriptions for antidepressants, directing people to the campaign website and encouraging them to take The Pledge.
- Beginning in September 2011, in all 7,200+ CVS Caremark stores, *Script Your Future* messages were promoted in each fiscal quarter to CVS/pharmacy retail customers. The company agreed to sustain this effort throughout the three-year campaign.

The pilot city coalitions, now fixtures in their communities, are rooted in strong interdisciplinary collaboration. Their activities reflect the national messaging, while complementing existing local medication adherence and public health efforts.

In Raleigh, we joined the North Carolina Alliance for Healthy Communities (NCAHC), a nonprofit organization that promotes adherence across the state. "Working together with NCAHC established valuable credibility early on and opened countless doors within the North Carolina health care community," said Seth Dearmin, Raleigh Field Organizer. NCAHC and its members (payors, health care professional associations, pharmaceutical companies, and health care quality organizations) have supplied *Script Your Future* with diabetes counselors and pharmacists for community health events, conducted television and radio interviews about the campaign, and printed and distributed wallet cards, posters, and door hangers to thousands of North Carolinians.



Our partnership with *Script Your Future* is a perfect blending of missions and **gives the Alliance unique access to materials to use in the community.**

- Rob Nauman, Director of Operations,
North Carolina Alliance for Healthy
Communities



The Costco Connection

In 2012, Costco Wholesale published an article in its *Costco Connection* magazine about adherence and *Script Your Future*, reaching an estimated 20 million club members and readers. Costco Pharmacy inserted campaign leaflets into patient prescription information for diabetes, COPD, and asthma medicines.



Sacramento case study: Find your star

By grounding adherence awareness efforts in the context of the Affordable Care Act (ACA) implementation and health care policy, the Sacramento coalition was able to establish partnerships with high-ranking elected officials such as State Assemblyman Dr. Richard Pan, a practicing pediatrician and Chair of the California State Assembly Health Committee. Dr. Pan participated in local campaign activities and events that provided information, practical tips, and tools about medication adherence. He also championed adherence awareness with his colleagues in the legislature, and statewide, regional, and local stakeholder organizations by integrating campaign messaging and materials into speeches, presentations, and forums. “We saw Dr. Pan’s involvement lead other local groups, such as the California Healthcare Institute and the Latino Physicians of California, to increase their engagement within our coalition, strengthening its ties to underserved communities,” said Elaine Linn, Sacramento Field Organizer.



Dr. Pan with Sacramento health advocates.

4

Lesson: Identify a community’s strengths and focus there.

The six *Script Your Future* pilot city coalitions thrived because each builds on its community’s unique strengths and engages respected and influential community leaders.

In order to do that, we needed to understand the communities, the people who lived and worked there, and what organizations and leaders were key to the community. We needed a familiarity with each pilot city that we did not have at the national level.

The pilot city coalitions often focus their efforts on reaching specific audiences, such as Latinos, patients with diabetes, or members of a certain community organization. For instance, in Sacramento, one of the nation’s most diverse communities with a large and growing Asian population, local coalition partners helped to translate, produce, and distribute thousands of campaign wallet cards in Hmong, Chinese, and Vietnamese.

The Cincinnati coalition built strategic alliances with key community and health care advocates like the Greater Cincinnati Latino Coalition, the Black Family Reunion, and the Ohio Valley Sickle Cell Network to carry the message of medication adherence to underserved African American and Latino communities.

In Providence, we partnered with U.S. Senator Jack Reed for events in senior centers across Rhode Island. In addition to endorsing *Script Your Future*, Senator Reed shared useful insights about the implications for adherence with changes to Medicare. The campaign worked closely with the Division of Elderly Affairs to arm its Senior Health Insurance Plan counselors with the *Script Your Future* wallet cards and resources during each Medicare open enrollment period. “The campaign resources were used as prompts for conversations between counselors and seniors on the importance of medication adherence as they reviewed their drug benefits,” explained Erin Arcand, Field Organizer for Providence. The involvement with the Division of Elderly Affairs also led to a constructive partnership with the United Way of Rhode Island.

In Birmingham, the coalition enlisted Patrick Devereux, managing pharmacist at FMS Pharmacy, an independent community pharmacy in nearby Bessemer. Devereux is a local champion of *Script Your Future* and has organized health fairs and opened his pharmacy to joint events involving Bessemer Mayor Kenneth Gulley and others.

In Ohio, retired NBA basketball hall-of-famer Dominique Wilkins was a keynote speaker at a Cincinnati coalition health fair. Wilkins, a diabetic, spoke about his experience managing the chronic disease as a professional athlete. “When champions like Mr. Wilkins engage with diabetes patients and highlight the importance of adherence, it brings greater attention to this issue and our campaign,” said Donna Marsh, Field Organizer for Cincinnati.

5

Lesson: Be flexible and inclusive.

For *Script Your Future*, promoting better adherence brought together “strange bedfellows” who found innovative—and sometimes surprising—ways to collaborate.

Promoting medication adherence makes sense to a wide variety of audiences and is one of those rare issues that is universally important to an entire industry, cutting across sectors from regulators to producers, policymakers to promoters, educators to advocates. One of our biggest unanticipated successes was to facilitate connections among coalition members, many of whom were conducting similar public health outreach but not necessarily working collaboratively. Such connections form the foundation of alliances that serve the broader goal of improving community health.

Script Your Future has brought together organizations and individuals from academic institutions, faith-based organizations, government agencies, pharmacies, advocacy groups, insurance companies, hospitals, health clinics, business interests, and community associations—all interested in improving their community’s health. “We made new connections and formed new partnerships that are yielding health benefits beyond better medication adherence awareness,” said Robin DeMonia, Field Organizer from Birmingham.

Some partnerships were somewhat surprising, even to campaign organizers. In both Providence and Sacramento, *Script Your Future* partnered with Meals on Wheels, which provides underserved seniors with nutritious meals, to reach seniors in their homes by integrating the campaign messages into their placemats. In Sacramento, that partnership grew to include *Script Your Future* giving a series of presentations at community meal sites for seniors.



Birmingham case study: Engage the community

In 2013, *Script Your Future* participated in spring and fall health fairs at Birmingham’s historic Sixteenth Street Baptist Church. Students from one *Script Your Future* partner, Samford University’s McWhorter School of Pharmacy, provided screenings for body mass index, blood pressure, and diabetes. As a result of that initial connection, the pharmacy students and church ministry embarked on an extended partnership that included monthly screenings and health education programs for Sixteenth Street’s members. The church and pharmacy school are currently working to implement an ongoing diabetes education program. “It’s amazing how one thing leads to another,” said Greg Townsend, who works at the Jefferson County Department of Health and is a member of Sixteenth Street’s wellness ministry.



6

Lesson: Give those who can help the tools they want and need to spread your messages for you.

Script Your Future equipped health care professionals (HCPs) with tools to make their jobs communicating with patients easier, facilitating more effective dialogue with their patients to help them understand why and how to take their medications properly.

Good HCP-patient communication when a prescription is first written and filled has the potential to improve adherence. By learning to listen and validate patients' concerns and beliefs, HCPs can develop stronger relationships with patients. Our early work found that HCPs often lacked tools to effectively and efficiently communicate with patients.

To that end, we supplied physician practices and pharmacies with campaign materials. We reached HCPs at health fairs, professional meetings, continuing education events, and through websites, social media, and a direct mailing partnership with the Federal Citizen Information Center, U.S. General Services Administration. We partnered with groups such as the Network of Ethnic Physician Organizations in Sacramento to educate HCPs serving multicultural communities. In addition, we held a webinar with Dr. Ira Wilson, a practicing physician and adherence researcher, to give providers concrete tips and suggestions to enhance listening and communication between HCPs and their patients.

Responding to their members' strong interest, the Baltimore coalition developed workshops called "Medication Adherence Experiences," to provide Baltimore-area HCPs with tools to engage their patients. *Script Your Future* Baltimore hosted three such Experiences, with each event drawing more than 50 pharmacists, nurses, doctors, and hospital-based social workers. The Experiences have featured Motivational Interviewing, which offered Continuing Education credit, and training in active listening and Medication Therapy Management (MTM) techniques, as well as networking opportunities. "The strong turnouts and positive feedback demonstrate that Baltimore-Washington area HCPs are eager to learn more about techniques for improving their patients' adherence," said Baltimore Field Organizer Kerry Owens.

In central Iowa, a local service agency for people with disabilities has found that the medicine text message reminder service from *Script Your Future* helps lead its clients to greater independence. When a manager named Darcy at the agency learned about the free *Script Your Future* text service, she sat down with her staff and trained them how to sign residents up for the service. Patients and caregivers have found the process easy—and fast—to complete. "It frees up staff time," said Darcy, making care more efficient and letting staff spend time on other care needs. Darcy has seen first-hand how "the texting service helps people with disabilities in our community become more independent and in control of their health."



“So what can we do in the course of 15-minute office visits, that are packed with other things, to improve our patients' medication adherence? I believe a lot. . . . **Patients will not take medications as you would like them to until they believe that you understand and respect their expertise.**

- Ira Wilson, Brown University

7

Lesson: Include campaign components that will live on.

Script Your Future engaged the next generation of health care professionals to ensure a new crop of patient-minded students with the Adherence Team Challenge, which has planted seeds that will bear fruit for years to come.

We learned early on that the potential of future health care professionals to improve adherence is boundless. Each of our pilot city organizers established strong partnerships with local schools of pharmacy, medicine, and nursing, with many students and faculty staffing local coalition events. In Baltimore, Cincinnati, Providence, and Sacramento, the local schools adopted campaign messaging into their curricula and include our materials as resources for community outreach activities. Professor Patti Pozella, an instructor at the University of North Carolina at Chapel Hill, Gillings School of Global Public Health, points to *Script Your Future* as a model for public health campaigns. She has incorporated the campaign's messaging, strategy, and content into her lectures since 2011.

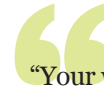
At its inception, *Script Your Future* Baltimore formed a student *Script Your Future* chapter with students from the University of Maryland School of Pharmacy, the Notre Dame of Maryland School of Pharmacy, and the Maryland Association of Nursing Students. The chapter recruits volunteers who staff local adherence events. These energetic students have been educating patients in Baltimore and elsewhere using wallet cards as their favorite communications tool.

At a Baltimore City health fair, student pharmacist and *Script Your Future* volunteer Gladimir Elysee met a young mother, who was diabetic and hypertensive. In speaking with Gladimir, the young woman revealed that she hadn't been taking her medications as directed but, after counseling from Gladimir got a bit personal, she signed the *Script Your Future* pledge.

"I asked her if she loved her children. She replied with the obvious answer: 'Yes.' I explained that if she did not take her medications, she may not be around for her children. As excuses turned to tears, she began to realize that medication adherence would improve her health and wellness—and help her be there for her family," said Gladimir.

Building on the connections being made between local organizers and health professions schools, we decided to formalize a relationship between up-and-coming future professionals and the campaign's messages. Through competition, the Medication Adherence Team Challenge has incentivized the immediate distribution of *Script Your Future* messaging by students who will soon embark on careers working with patients.

Phenomenally successful, the Medication Adherence Team Challenge encourages the next generation of health care professionals to adopt a patient-centered approach to improve adherence and work inter-professionally to achieve patient and public health goals. Thousands of student pharmacists, together with medical and nursing students, have embraced the opportunity to carry the *Script Your Future* message and materials into their communities across the nation. In 2014, students participating reached more than 6 million patients with messages through creative YouTube videos, appearances on morning talk shows, PSAs at local movie theaters, and billboards in their communities. Students took to the streets to reach individuals on their morning commutes and partnered with local shelters and pharmacies to offer free, comprehensive health services.



"Your work is very important and resonates with me personally. I am a pharmacist and have extensive knowledge and experience in motivating patient medication adherence and prescriber behavior. **It is not often that I see a well-executed, comprehensive, and integrated campaign on a public health issue.**

- Patti Pozella, University of North Carolina at Chapel Hill, Gillings School of Global Public Health



The Challenge by the numbers

- Involved 80+ schools of health professions in the United States each year.
- Reached more than 9.2 million consumers.
- Directly counseled 20,000+ individuals.
- Held more than 500 unique events in 35 states and the District of Columbia.

“Our national challenge is to become a more healthy and fit nation. We can’t prevent all diseases, but we can prevent many from getting worse by taking our medications as directed. When we work together as a whole team, we can provide better health care for patients. **Thousands of consumers are taking the pledge** and using many *Script Your Future* tools to improve adherence.

- Dr. Regina Benjamin, 18th United States Surgeon General

Conclusion

When we launched this campaign in 2011 we knew it would include the local coalitions, national outreach with our Committed Partners and the website. We also know that such a broad campaign would unfold in unexpected ways. We didn’t anticipate how successful the Adherence Challenge would become, for example, or how the pilot city coalitions would take on a life and dynamic all their own. Campaigns like *Script Your Future* must adapt as the environment changes and priorities and resources shift. Our successes and the lessons we’ve learned can illuminate what works and has an impact in this changing environment and give us a framework for the next phase of the campaign in 2015 and beyond.

The pilot city coalitions, which continue to reach out creatively and effectively with the campaign message and materials, will be integrated into longstanding local institutions, or in some cases into new institutions created for that purpose. NCL will assist the coalitions as they integrate into the local communities and continue moving toward greater self-sufficiency. The Adherence Team Challenge will enter its fourth year sustained by our partners’ belief in inspiring our next generation of health care professionals. And we will enhance the interactive website meeting the demand for *Script Your Future* toolkits and other resources.

As we continue our efforts to improve America’s health, we invite our Partners and stakeholders to renew their commitment to participate in *Script Your Future*, and help NCL and the local coalitions to continue raising awareness of the importance of medication adherence.



Surgeon General with student pharmacists at campaign launch in 2011.

Acknowledgments

The *Script Your Future* campaign is the culmination of years of research, collaboration, and contributions from a variety of official Campaign Partners and other supporters. The National Consumers League, which coordinates *Script Your Future*, acknowledges the following organizations and individuals for their contributions to the campaign.

Committed Partners

- * AARP
- Academy of Managed Care Pharmacy
- * Adheris Inc.
- Aetna Behavioral Health
- Aetna Specialty Pharmacy
- Aetna Rx Home Delivery
- American Academy of Nurse Practitioners
- American Academy of Physician Assistants
- * American Association of Colleges of Nursing
- * American Association of Colleges of Pharmacy
- American Chronic Pain Association
- * American College of Cardiology Foundation
- American College of Clinical Pharmacy
- * American College of Physicians
- American Diabetes Association
- American Heart Association/ American Stroke Association
- * American Medical Association
- * American Pharmacists Association
- American Society of Consultant Pharmacists Foundation
- * American Society of Health-System Pharmacists
- AmerisourceBergen
- Amplify Public Affairs
- Apothecary Products Inc.
- Apexis Health Solutions
- Area 4 Agency on Aging
- Arizona Center for Education and Research on Therapeutics
- Asthma and Allergy Foundation of America
- * AstraZeneca
- AT&T
- Blue Cross and Blue Shield of Rhode Island
- Blue Shield of California
- * Boehringer Ingelheim Pharmaceuticals Inc.
- Bristol-Myers Squibb
- California Association for Nurse Practitioners
- California Medical Association Foundation
- California Northstate University College of Pharmacy
- California Partnership for Access to Treatment (CPAT)
- * Cardinal Health Foundation
- Care Continuum Alliance
- Caregivers Action Network
- * Catalina Health Resource
- Center for Health Value Innovation
- Community Health Network
- Consumer Health Information Corporation
- * Consumer Healthcare Products Association
- COPD Foundation
- Council for Affordable Health Coverage
- * CVS Caremark
- Daiichi Sankyo, Inc.
- Digit-Eyes
- Direct Care Alliance
- Dominion Diagnostics
- eHealth Initiative
- * Eli Lilly and Company
- Employers Health Coalition of Ohio Inc.
- FamilyWise Free Prescription Discount Card
- FLAVORx, Inc.
- * Foundation for Managed Care Pharmacy
- Fresh Health
- * Generic Pharmaceutical Association
- * GlaxoSmithKline
- Health Honors
- Health Intelligence Partners
- Health Partners
- Healthcare Compliance Packaging Council
- Healthcare Institute of New Jersey
- HealthEd
- HealthPrize Technologies, LLC
- Healthwise
- HolaDoctor
- IMS Health Inc.
- Infl Health
- Intelecare Compliance Solutions Inc.
- Ipsos Health
- J Peterson and Associates Inc.
- Kaiser Permanente
- Kerr Drug
- * Lash Group
- Lakeshore Health Network
- Legacy Pharmaceutical Packaging
- Life Assistant Technologies- Reminder Rosie
- LipoScience, Inc.
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- * McKesson
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- * Medco Health Solutions
- MedFolio, LLC
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- Midwest Business Group on Health
- MTS Medication Technologies
- * MWV Healthcare
- MyMeds Inc.
- National Alliance for Caregiving
- National Alliance for Hispanic Health
- National Alliance of State Pharmacy Associations
- * National Association of Chain Drug Stores Foundation
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- National Association of Social Workers
- National Business Coalition on Health
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- * National Community Pharmacists Association
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- Phreesia, Inc.
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- Preventive Cardiovascular Nurses Association
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- WomenHeart: The National Coalition for Women with Heart Disease

Government

- Agency for Healthcare Research and Quality
- Baltimore City Health Department
- Department of Health and Human Services- Office of the Assistant Secretary for Health, Office of Healthcare Quality
- Department of Justice - Drug Enforcement Agency
- * Food and Drug Administration- Center for Drug Evaluation and Research
- Food and Drug Administration - Office of Women's Health
- Health Resources and Services Administration
- Million Hearts Campaign
- National Institutes of Health
- TRICARE Management Activity

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