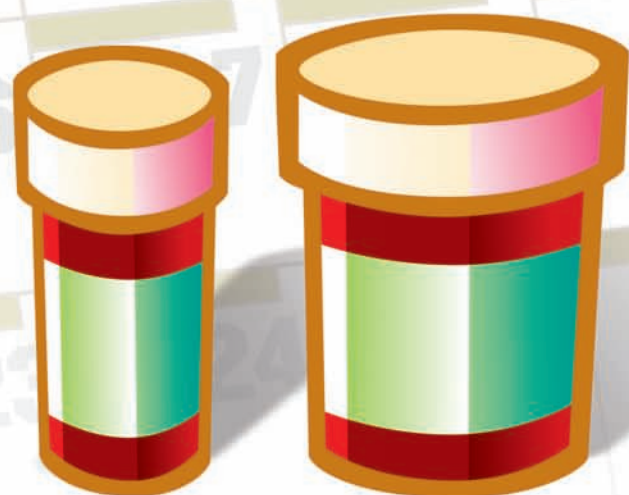


PRESCRIPTION FOR HEALTH

**A COMPREHENSIVE WEB SITE TO HELP YOU
IMPROVE PATIENTS' MEDICATION ADHERENCE**



12
Call in Refill

15
Pick up Refill



prescription for health

MEDICATION ADHERENCE

Medication adherence can be defined as how well a patient's* medication behavior follows the advice of his or her health care provider. Adherence assumes a collaborative role between the patient and health care provider, and is preferred today over the term compliance, which suggests a more passive role on the part of the patient.¹

When the patient fails to follow the provider's medication advice, they are said to be nonadherent, which is reflected in these behaviors:

- Failing to fill a prescription
- Stopping the medication earlier than prescribed
- Taking a higher or lower dose than prescribed
- Skipping doses
- Sharing the medication with others
- Failing to follow medication directions such as "take with meals" or "keep refrigerated"

NONADHERENCE REMAINS A SIGNIFICANT ISSUE

While medical treatment of diseases has improved over time, when it comes to medications, patient nonadherence remains an ongoing and significant patient issue. In 2007, 3.8 billion prescriptions were filled.² About 50% were not taken as directed.³ And one-third of all prescriptions that are written each year are never filled.¹

In a study of Medicare beneficiaries immediately prior to Medicare Part D implementation, 90% of seniors reported taking prescription drugs, nearly half reported using five or more different drugs. Pills were the predominant form of medication, although a large percentage reported also using prescribed inhalers, creams, and eye drops. More than half of seniors reported having more than one prescribing physician, and about one-third used more than one pharmacy.⁴

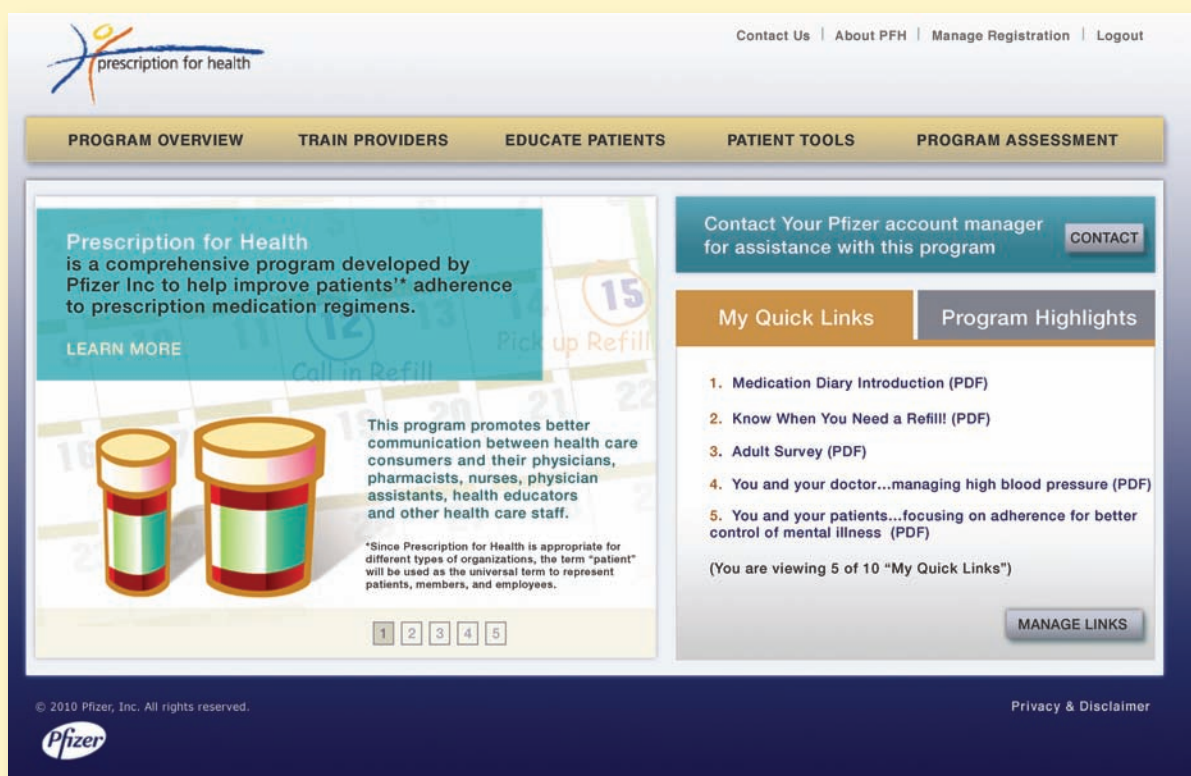
The consequences of nonadherence are both clinical and economic. Clinically, patients who do not adhere to their medication regimen can fail to improve or can get worse. Accidental overdoses or drug interactions can be life threatening.

In a retrospective cohort study, hospitalization rates were significantly lower for patients with congestive heart failure, diabetes, hypercholesterolemia, or hypertension, and with high medication adherence.⁵

In addition, everyone wants to hold down the costs of keeping patients healthy. Each year, nonadherence directly costs the health care system \$100 billion. Indirect costs exceed \$1.5 billion in lost earnings and \$50 billion in lost productivity.¹

By combining better disease management and clinical outcomes with potential cost savings, improving adherence becomes a win-win-win proposition for patients, health care providers, and employers.

* Since **Prescription for Health** is appropriate for different types of organizations, the term "patient" is used as the universal term to represent patients, members, and employees.



PFIZER'S PRESCRIPTION FOR HEALTH WEB SITE CAN HELP

Prescription for Health (www.pfizerpfh.com) is a comprehensive Web site developed by Pfizer Inc to help improve patients' adherence to prescription medication regimens. Because the patient-physician partnership is the cornerstone of medical practice, the program promotes this alliance through an emphasis on better communication between health care consumers and their physicians, pharmacists, nurses, physician assistants, and other health care support staff. This is accomplished through:

Provider Education

Your first line of defense against adherence problems starts with health care providers. To be sure the appropriate message is getting to patients, use these materials to educate providers about adherence. You can start the process by measuring their baseline knowledge, then educating them about adherence and reassessing their knowledge after 6 months.

Patient Education

Providers can use these materials to help screen patients for any adherence challenges they may be facing. Once challenges are uncovered, you can select appropriate educational pieces, workshops, and reminder materials to use. These can be customized with your organization's name, address, phone number, and/or logo.

Reminder Tools

Educating your patients to be aware of adherence problems is important, but giving them the tools to stay on track is critical to their successful clinical outcomes. Use these tools and reminder items to help your patients monitor and manage their own medication regimens. Ask them to bring these tools to future office visits for discussion with their providers.

Program Assessment Surveys

Surveys are available for your organization to use to determine the baseline adherence knowledge of health care professionals as well as patients. Use these surveys before and after program implementation to determine how successful the program has been and/or to help discover additional challenges to be addressed.

WEB SITE TOOLS

These are the specific tools to be found on the **Prescription for Health** Web site. Many of these can be customized with the addition of your organization's logo.

FOR PROVIDERS

Disease-specific Educational Newsletters

These newsletters outline adherence issues common to particular conditions. They can be useful if the provider evaluation has discovered adherence barriers surrounding a particular diagnosis. The newsletter series educates providers as to how to discuss adherence with patients with the following diagnoses:

- Cancer
- Diabetes
- Dyslipidemia
- Hypertension
- Infections
- Mental illness
- Dementia and Alzheimer's disease
- Ophthalmic diagnoses
- Pain
- Respiratory illnesses
- Urinary incontinence





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Medication adherence helps patients benefit fully from the treatment you have prescribed.

**You and your patients...
Focusing on adherence
for better control
of respiratory illnesses**

Defining adherence for your patients
Help your patients understand that adherence means that they take an active role in deciding on their medical treatment plan. Discuss with each patient the importance of following the treatment plan, and work together to reach agreement on therapeutic goals and how to achieve them.

"Adherence" defines "patients as independent, intelligent... people who take more active and voluntary roles in defining and pursuing goals for their medical treatment."
—Karen Lufley and William Wabner, MD

Forming a partnership for successful treatment
The PRESCRIPTION FOR HEALTH program is a proactive approach that encourages your patients to take an active role in their treatment. They take responsibility for helping set up their treatment plan and for staying on it. This special partnership between you and your patients can include the following:

Offer tips to help your patients remember to take their medication. Advise them to do the following:

- Take their medication at the same time every day
- Put a reminder note on the refrigerator, by the phone, or on the medicine cabinet

Emphasize the following points:

- Remind patients to write down any instructions you or a pharmacist gives them
- Tell patients not to change the dosage amount or frequency of administration without your instructions



- Sharing information
- Exploring treatment choices
- Agreeing on the best treatment
- Taking action to promote adherence
- Keeping track of the results of their adherence

Help your patients understand that adherence can enable them to reach their treatment goals.

Talking with your patients about respiratory illness
When you talk with your patients after diagnosing a respiratory illness, emphasize that knowledge of and adherence to medication regimens can help minimize symptoms and reduce the risk of complications.

- Advise patient to call you if their symptoms worsen or if they experience side effects
- Instruct parents not to give aspirin or products that contain aspirin to children without your instructions
- Educate patients about the importance of reading product labels and following dosage instructions
- Remind patients to always wash their hands and avoid close contact with others to prevent the spread of infection

Professional Newsletters

These newsletters give health care professionals an overview of adherence and ways in which they can address adherence with their patients.

- Physician newsletter
- Pharmacist newsletter
- Medication nonadherence: Pharmacists and their staff can help

Brown Bag Materials

An important service any organization can provide to patients is a review of **ALL** the medicines they take (including OTCs, vitamins, and nutritional supplements). This process can help health care professionals identify potential interactions and side effects among the presented items. Materials needed to develop and implement a turnkey “brown-bag” session are included here.

Brown Bag Session Overview

- Explanation of purpose of brown bag review and how it can help patients
- Interview tips
- Patient evaluation form for brown bag session

Brown Bag Promotional Materials

- Poster–Bring your medicines in for a checkup
- Invitation–Bring your medicines in for a checkup
- Postcard–Bring your medicines in for a checkup

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BRING YOUR MEDICINES IN FOR A CHECKUP

Do you know all that you should about each medicine you take?

- ☐ Its name
- ☐ Why you are taking it
- ☐ How much to take each time
- ☐ How often to take it
- ☐ When to take it each day
- ☐ How long to keep taking it
- ☐ What food, drinks, other medicines, or activities to avoid
- ☐ What the side effects might be and what to do if you have them
- ☐ Where to keep it
- ☐ If and when you need to get a refill

Gather all the medicines that the doctor gave you and the ones you buy without a prescription. Put them in a brown paper bag or other container. Bring it to your confidential one-on-one appointment.

WHEN:

WHERE:

TO SCHEDULE YOUR SESSION, CALL:

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prescription for health

Make sure you get the most out of the medicines you take. Sign up to meet one-on-one with a pharmacist to discuss all your medicines. This can help make sure you take your medicines the right way!

Gather all the medicines that the health care provider gave you and the ones you buy without a prescription. This includes vitamins and herbal supplements. Put them in a brown paper bag or other container. Bring it to your appointment. Be sure to leave all medicines in their original bottles.

CALL NOW TO SCHEDULE YOUR SESSION:

WHEN:

WHERE:

Here are some things to ask about each medicine you take:

- Its name
- Why you are taking it
- How much to take each time
- How often to take it
- When to take it each day
- How long to keep taking it
- What food, drinks, other medicines, or activities to avoid
- What the side effects might be and what to do if you have them
- Where to keep it

BRING YOUR MEDICINES IN FOR A CHECKUP

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PLACE STAMP HERE

FOR PATIENTS

Patient Surveys

Use these surveys with patients to determine their level of knowledge about their medication regimens and adherence in general. These can be used again after program implementation to measure any improvement.

- Adult survey
- Child survey

Patient Adherence Newsletters

These informative newsletters help patients learn how to overcome various obstacles and concerns they may have regarding their own medications and dosing regimens.

- Know when you need a refill
- It's time to take your medicine
- Is it all right to...?
- Understanding your prescription label
- Your child and medicines
- Alcohol and your medicine—do they mix?
- Older adults and medicines
- Medicines can react with each other
- Taking it right

Patient Disease-specific Newsletters

Use these newsletters to explain some of the unique obstacles patients with various illnesses and conditions may face.

- You and your health care provider... Managing cancer
- You and your health care provider... Managing cholesterol
- You and your health care provider... Managing a cold or the flu
- You and your health care provider... Managing diabetes
- You and your health care provider... Managing eye disorders
- You and your health care provider... Managing high blood pressure
- You and your health care provider... Managing infections
- You and your health care provider... Managing mental illness
- You and your health care provider... Managing dementia and Alzheimer's disease
- You and your health care provider... Managing pain
- You and your health care provider... Managing urinary incontinence

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Name _____

MEDICINE SURVEY

Please fill out this survey for ONE child in your household who has taken a prescription medicine in the last 6 months.

Taking medicines the right way is part of having good health habits. Medicines work the way they are supposed to only when you take them the way your health care provider told you. We want to help you get the most from your medicines. Your answers will help us provide you the information you need.

1. How old is your child who is taking this medicine?

☐ 0 to 5 years
☐ 6 to 12 years
☐ 13 to 18 years

2. Do you know...

Name of the medicine _____
 Why your child _____
 How much to take _____
 When to take it _____
 Possible side effects _____
 Where to keep it _____
 If and when to stop it _____

3. Where did you get the medicine?

☐ From the health care provider
☐ From the pharmacy
☐ From someone else
☐ I looked up the information
☐ I did not know

4. Did any of these things happen while your child was taking the medicine?

Check all that apply:

☐ My child skipped or forgot some doses.
☐ My child took some doses late.
☐ I forgot the health care provider's directions.
☐ Sometimes I gave my child a little less medicine than the health care provider said.
☐ Sometimes I gave my child some extra medicine to see if it would help.
☐ I stopped giving my child the medicine because he or she felt fine.
☐ I could not always get my child to take the medicine.
☐ I never got the prescription filled because it costs too much.
☐ I never got the prescription filled because I am not sure it will work.
☐ I gave some of the medicine to someone else who has the same health problem.

5. In the last 6 months, did you ever leave your health care provider's office not sure of how your child should take the medicine that the health care provider gave?

☐ Yes ☐ No ☐ Don't remember

6. In the last 6 months, did you ever leave the drugstore not sure of how your child should take the medicine?

☐ Yes ☐ No ☐ Don't remember

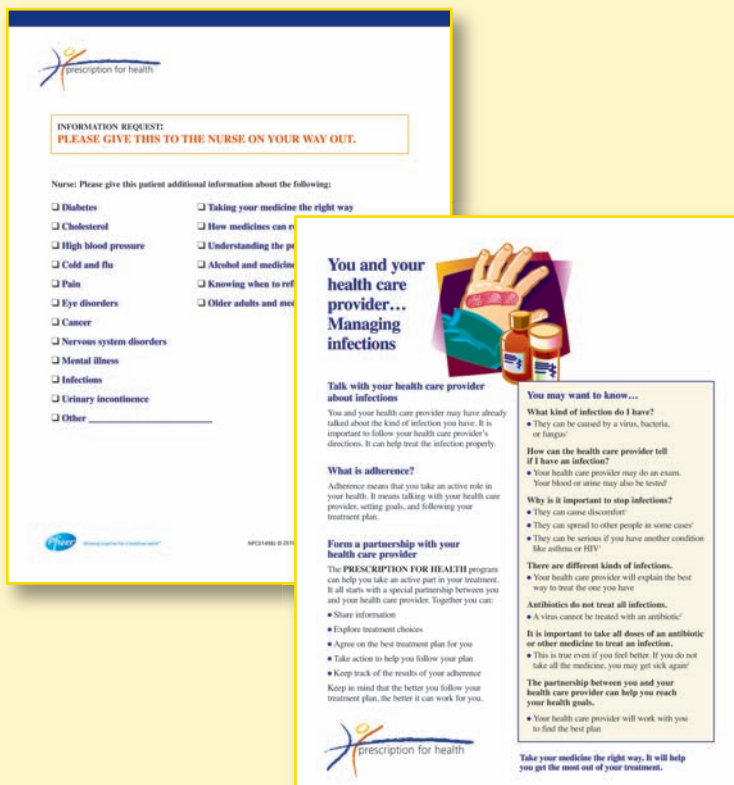
7. If you have a question about your child's medicine after you get home, whom would you call?

☐ Your health care provider
☐ Your pharmacist
☐ Someone else: Who? _____

THANK YOU FOR YOUR ANSWERS!

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INFORMATION REQUEST:
PLEASE GIVE THIS TO THE NURSE, ON YOUR WAY OUT.

Nurse: Please give this patient additional information about the following:

- ☐ Diabetes
- ☐ Cholesterol
- ☐ High blood pressure
- ☐ Cold and flu
- ☐ Pain
- ☐ Eye disorders
- ☐ Cancer
- ☐ Nervous system disorders
- ☐ Mental illness
- ☐ Infections
- ☐ Urinary incontinence
- ☐ Other _____

You and your health care provider... Managing infections

Talk with your health care provider about infections
You and your health care provider may have already talked about the kind of infection you have. It is important to follow your health care provider's directions. It can help treat the infection properly.

What is adherence?
Adherence means that you take an active role in your health. It means talking with your health care provider, setting goals, and following your treatment plan.

Form a partnership with your health care provider
The PRESCRIPTION FOR HEALTH program can help you take an active part in your treatment. It all starts with a special partnership between you and your health care provider. Together you can:

- Share information
- Explore treatment choices
- Agree on the best treatment plan for you
- Take action to help you follow your plan
- Keep track of the results of your adherence

Keep in mind that the better you follow your treatment plan, the better it can work for you.

What kind of infection do I have?

- They can be caused by a virus, bacteria, or fungus

How can the health care provider tell if I have an infection?

- Your health care provider may do an exam. Your blood or urine may also be tested

Why is it important to stop infections?

- They can cause discomfort
- They can spread to other people in some cases
- They can be serious if you have another condition like asthma or HIV

There are different kinds of infections.

- Your health care provider will explain the best way to treat the one you have

Antibiotics do not treat all infections.

- A virus cannot be treated with an antibiotic

It is important to take all doses of an antibiotic or other medicine to treat an infection.

- This is true even if you feel better. If you do not take all the medicine, you may get sick again

The partnership between you and your health care provider can help you reach your health goals.

- Your health care provider will work with you to find the best plan

Take your medicine the right way. It will help you get the most out of your treatment.



WHAT DOES YOUR MEDICINE LABEL TELL YOU?

Read the label at the pharmacy.
Make sure you know exactly how your health care provider wants you to take your medicine.

- How often to take it
- How much to take each time
- What foods, drinks, other medicines, or activities to avoid

If you are not sure, ask your health care provider or pharmacist.

Pharmacy name and telephone number
Prescription number for refills or insurance forms
Your name
Name of medicine
Quantity—how much is in the bottle
Who makes the medicine (manufacturer)

Dr. Peter E Sample
PHI 213-6400

REFILLS: NO REFILLS - DOCTOR AUTHORIZATION REQUIRED

PATIENT: JOHN DOE
TAKE ONE TABLET BY MOUTH TWICE DAILY

MEDICINE NAME: 10 MG TABLETS
GTY: 50
MFG: PHARMA

Health care provider's name and telephone number
Date the prescription was filled
Number of refills; if no refills, talk to your health care provider if you need more
Directions on how to take the medicine
Strength of the medicine
Date the medicine is no longer okay to use

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Newsletter Request Sheet

Once patients have been evaluated by a health care provider as to their particular adherence issues, this sheet can be used to select the appropriate materials for staff to provide to the patients.

- Newsletter request sheet

Wall Charts/Posters

These can be displayed in the waiting and exam rooms as well as employer cafeterias to encourage consumers to consider their medication regimens and to ask questions about them.

- Know when you need a refill!
- Do you know everything you should about your medicine?
- This could be the most important list you make!
- What does your medicine label tell you?



Employer Adherence Educational Seminar

Materials make it easy for an employer to hold an on-site, provider-led lunch and learn seminar that discusses appropriate medication use and its importance in specific diseases or diagnoses. The presentation emphasizes ways in which patients can manage their own health through methods such as exercise and smoking cessation. Materials needed to develop and implement this turnkey education program are included here.

Take It Right! Microsoft® PowerPoint® presentation—10 slides with notes suitable for a 30-40 minute interactive session

- Presentation tips—how to make the session informative and lively

Seminar Promotional Materials

- Invitation: A seminar that may improve your health
- Poster: A seminar that may improve your health
- Employee educational seminar overview
- Postcard: Do you have questions about your medicine?
- Employee educational seminar evaluation

Employee Educational Seminar Overview

DESCRIPTION
The PRESCRIPTION FOR HEALTH employee educational seminar consists of a presentation by a physician, pharmacist, or other health care professional on adherence-related educational information to consumers. Each presentation can focus on a particular medical condition, diagnosis, or disease state. The focus can also be on medication topics, such as reading the label and getting a refill.

The presentation should emphasize ways in which the audience can manage their own health through medication adherence and other methods, such as exercise and smoking cessation.

Invite a health care professional (see the sample letter provided) at a time and place convenient for your audience. Attendees can be offered a nominal incentive for participating.

ADHERENCE TOPICS
Medication-specific topics can include:

- Reading the label on your prescription medicine
- Tips for remembering your medicine
- Your child and medicine
- Older adults and medicine

Disease-specific topics can include:

- Arthritis: Preventing, managing, and living with it
- Diabetes management for patients and family members
- Hypertension, heart disease, and other cardiovascular diagnoses
- Weight loss: What really works?
- Common childhood illnesses

WAYS TO USE
An employee educational seminar can include 1 event or a series of events. The seminar can involve your entire organization or specific groups. For example, depending on the topic, you may want to invite only participants over age 65, people with young children or elderly parents, or people with particular diagnoses.

The timing of your employee educational seminar can tie into campaigns sponsored by national health organizations. For example, the American Heart Association sponsors "American Heart Month" each February, and the National Council on Patient Information and Education sponsors "Talk About Prescriptions Month" each October.

Think of Ways to Help You Remember When to Take Your Medicine

- Use reminder notes
- Keep your medicine where you will remember to take it
- Make a chart of all your doses and check each one off as you take it

Once you leave the pharmacy, try to think of ways to help you remember the times to take your medicine. For example:

- If you take it with meals, leave a note on your table to remind you
- If you take it on your coffee break at work, stick a reminder note on your coffee mug
- If you take it when you brush your teeth, put a reminder near your toothbrush
- If you take it at bedtime, put a reminder by your bed or nightstand

Keep your medicine where you will remember to take it, for example, in the kitchen or by your bed. But:

- Do not leave it within the reach of children!
- If your medicine needs to be refrigerated or kept cool, follow those directions
- If you need to take a dose at work or school, ask if you can put your medicine in a small pillbox to take with you

Make a chart of all your doses and check each one off as you take it. This can help you remember whether or not you took each one.

PATIENT REMINDER TOOLS

Patient Adherence Postcard

This mailer can be sent to patients to help alert them to important information they should know (or should find out) about their medicine.

- Patient adherence postcard

Medication Reference Tools

These tools can help patients keep track of their medication regimens at home with information that can be shared with their health care providers during their next appointments.

- Medication diary introduction
- Medication diary
- Medication wallet card

E-mail Templates

These templates are a follow-up reminder to assure appropriate medication usage. They can be used after a new prescription has been given to patients or when it may be time for a refill.

- To announce the launch of the ***Prescription for Health*** program
- To patient 1 week after receiving a new prescription
- To patient at the conclusion of a short-term prescription, such as an antibiotic
- To patient who is due for a refill of a long-term prescription
- To patient with an ongoing, as-needed prescription, such as an analgesic

PROGRAM ASSESSMENT

Provider Surveys

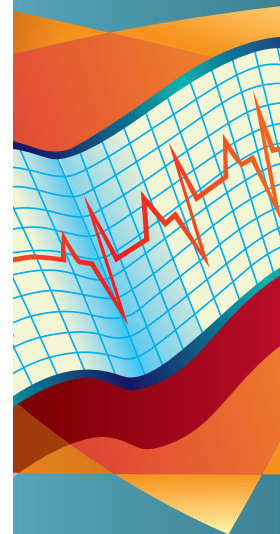
One way to evaluate how well your organization currently promotes medication adherence is to measure your health care providers' attitudes towards adherence using these surveys before and after program implementation.

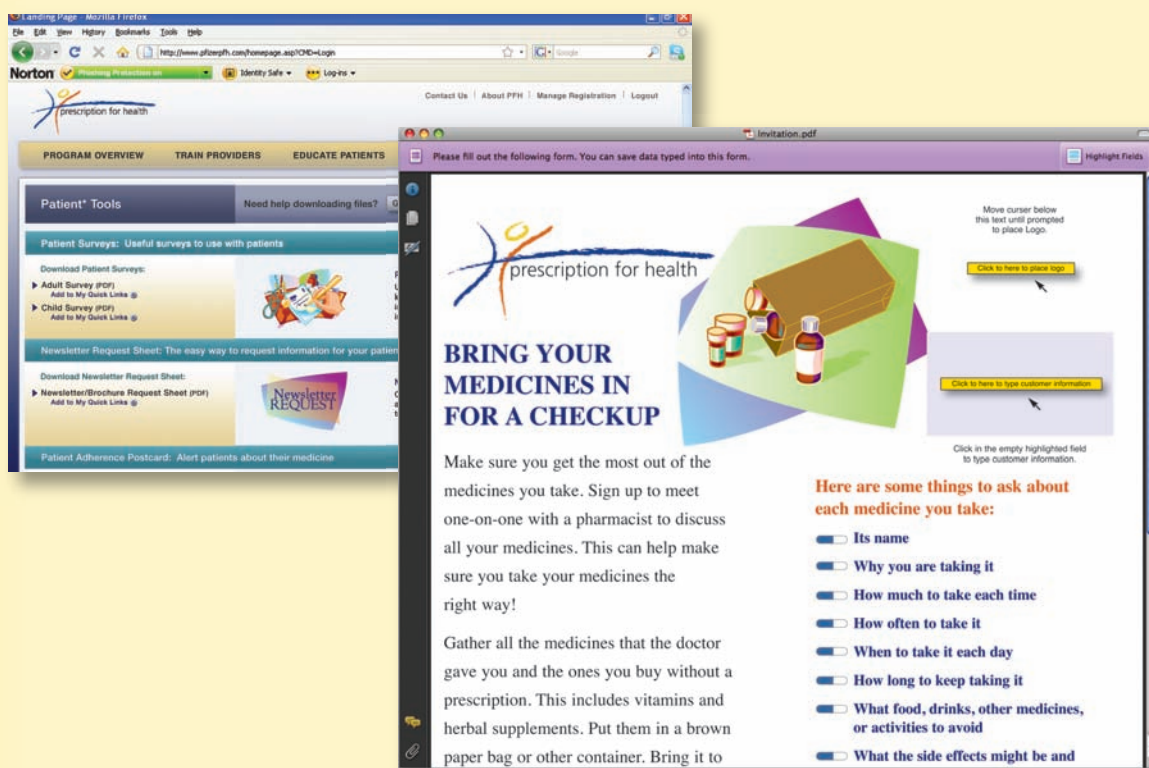
- Medication adherence survey for physicians
- Medication adherence survey for pharmacists

Patient Surveys

Use these surveys with patients to determine their level of knowledge about medication regimens and adherence in general. These can be used again after program implementation to measure any improvement.

- Adult survey
- Child survey





HOW TO NAVIGATE THE WEB SITE

Users need to complete a simple registration process to gain access to the new **Prescription for Health** Web site.

Once the registration process is completed, you will have access to all the different materials previously highlighted.

The materials are segmented in sections called:

- Train Providers
- Educate Patients
- Patient Tools
- Program Assessment

Each section has its own set of materials and tools available to you. Once you access the section of interest, a list of materials and tools by category will become available. You may download, print, or even customize many of these to help promote your organization's commitment to medication adherence for your patients.*

HOW TO ACCESS AND USE THE MATERIALS AND TOOLS

The materials and tools available in the Web site can be downloaded, printed, or customized to be printed with your organization's name, address, telephone number, and/or logo.

Detailed instructions on how to customize your documents are available in the Web site sections in each menu tab.

If you need further assistance, please contact your Pfizer account manager or medical outcomes specialist.

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