Connecting with Patients: the Benefits to Telepresence

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Objectives

- Describe OSU ITIO Medication Management Program
- Identify how telephonic medication therapy management can overcome many barriers to providing service
- Discuss telephonic MTM outcomes
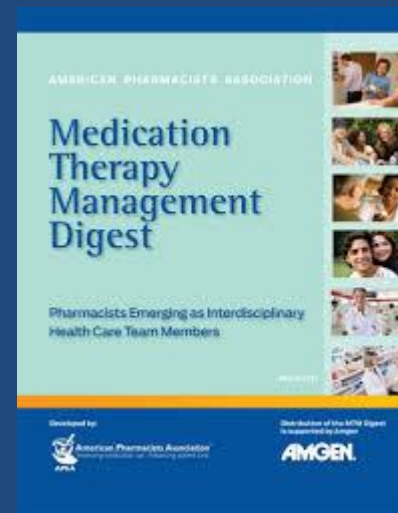- Discuss teaching model and research within telephonic MTM

MTM Expansion

- Medicare Modernization Act of 2003
- Affordable Care Act of 2010
- CMS Proposed Rule
- CMS Star Rating

Provider Barriers

- Lack of third party payment
- Pharmacists have inadequate time
- Payment for services is too low
- Billing is difficult

ITIO-MMP

- Telephonic Medication Therapy Management
- Within Institute of Therapeutic Innovations and Outcomes (ITIO)
- Optimize health outcomes
  - Adherence
  - Safety
  - Efficacy
  - Cost
- Targeted Medication Reviews (TMR)
- Comprehensive Medication Reviews (CMR)

Our Staff

- 4 pharmacists
- 5 pharmacy technicians
- 22 part-time student pharmacists (P1-P3 year)

Collaboration

Medicare Programs, Commercial Insurers, Consumers Directly

SinfoníaRx

Arizona Medication Management Center, College of Pharmacy

The Ohio State University, College of Pharmacy

Benefits to Telephonic Services

- Privacy and ease of reaching into the home
- Access to the medicine cabinet
- Impact patients across the country
- Decrease no show rates
- Raise CMR rates by targeted approach
- Focus on cognitive services
- Efficiencies through role-based processes

MTM Program Comparison

	Telephonic MMP	Traditional FTF
Experience/Consistency	+	+/-
Convenience	+	+/-
Personal relationship	+/-	+/-
Claims-based Outcomes Verification	+	
Return on Investment	6:1	4:1

Role-based Processes

- Support staff practice at highest level of training
  - Student pharmacists
  - Pharmacy technicians
- Increases efficiency
- Optimizes pharmacist time
- Creates a unique teaching model

Role-based Processes

- Targeted interventions
  - Organized by severity and clinical expertise
  - Addressed by the appropriate staff level using standardized call scripts
  - Transferred to the pharmacist as needed

Role-based Processes

- Technicians
  - Collect medication allergies
  - Reconcile medication list
  - Address cost-savings interventions
- Student Pharmacists
  - Collect medication allergies
  - Reconcile medication list
  - Interventions depending on year in school
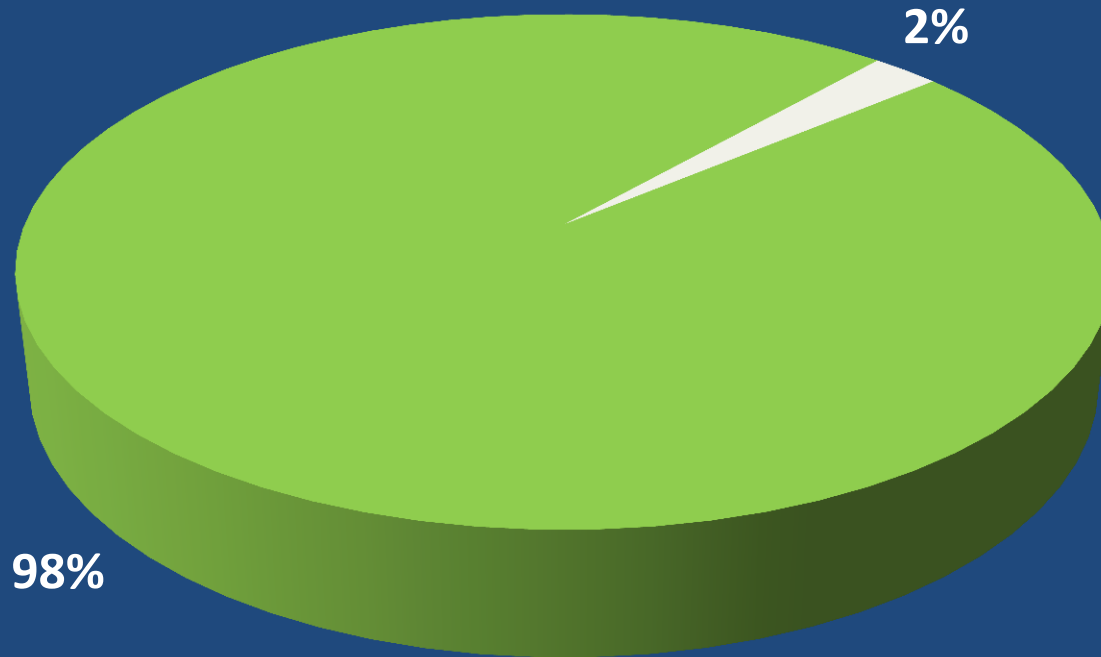 - All CMR notes reviewed by pharmacist

Scalable Model

- SinfoníaRx supports 325 health plans
  - 6.5 million patients nationwide
- ITIO-MMP
  - Over 20,000 Medicare patients in 2014
  - Approximately 400 CMRs weekly

Outcomes

- SinfoníaRx 2013
  - 544,754 patient care recommendations
    - 58% Safety
    - 28% Adherence
    - 11% Guidelines
    - 3% Cost savings
  - 32% of all recommendations accepted
  - $75,654,893 projected savings

Patient Satisfaction

2%

98%

■ Satisfied   ■ Dissatisfied

Real Impact

While speaking with a patient on an insulin pump, the pharmacist discovered that her blood sugars were dropping into the 30s several times a week. A few days prior, she had been admitted to the local hospital and treated for low blood sugar because her husband couldn't get her up. The patient was out of state for the winter and did not plan on contacting her doctor until she returned in over a month. The pharmacist communicated with the doctor and patient to ensure her insulin pump was titrated down and her hypoglycemia was resolved.

Real Impact

Intern discovered that the patient was feeling dizzy for an hour after her morning medications and was having to sit down to prevent falling. The patient had told her cardiologist and gotten a poor response, so she was afraid to tell her primary care doctor. Working with the pharmacist, the intern was able to reach out to the primary care doctor and get an appointment scheduled for the patient to assess her symptoms and adjust her medications.

Future Directions

- Provide quality MTM services nationwide
- Incorporate video services
- Provide a rich learning environment
- Track OSU-MMP outcomes
- Create new partnerships
- Conduct research

THANK YOU