

AMGF Campaign

Community Pharmacy Role in Hypertension Management

Rebecca Cupp, RPh
VP of Pharmacy

Lord Sarino, PharmD
Pharmacy Clinical Coordinator

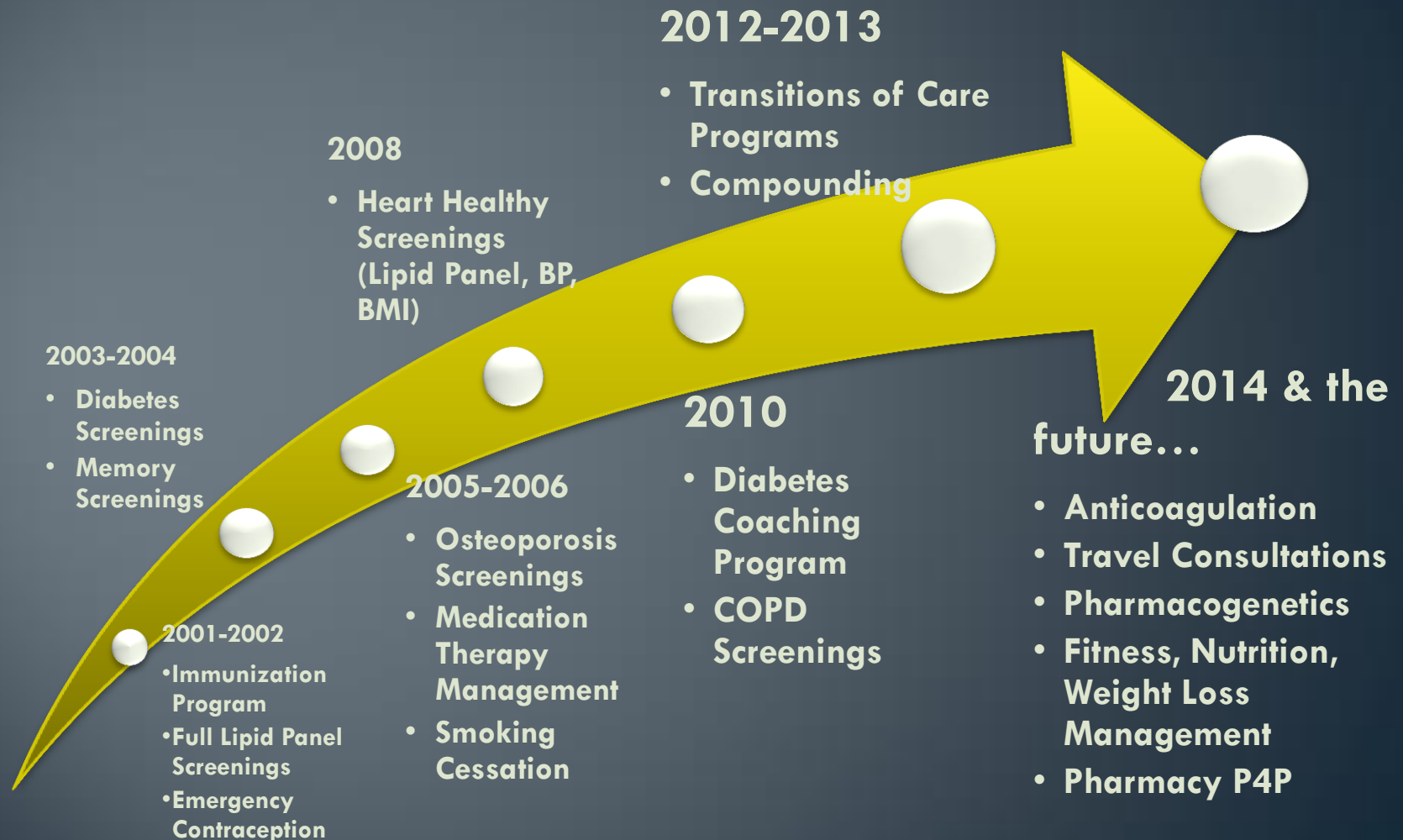
Ralphs Grocery Company



Objectives

- Explain the roles of the Community Pharmacy in supporting improved patient outcomes
- Define medication therapy management (MTM) and explain when its use is most effective in the care continuum
- Present examples of how Pharmacists can aid in adherence to medications in a community setting
- Describe how Community Pharmacies participate in reporting performance metrics
- Identify an innovation that can be implemented in the Community Pharmacy to assist in supporting improved patient outcomes and reducing costs

What can Community Rx do?



What can Community Rx do?

- Community Pharmacies are untapped resources to aid in reducing readmissions, decreasing drug costs, promoting adherence, providing pharmacy specific data, disease management, etc
- Pharmacists are amply educated to serve on the care team in managing disease states
- Community Pharmacists are available and convenient for patients to access

Monthly Blood Pressure Screenings

Love Your Heart Events

Love Your Heart

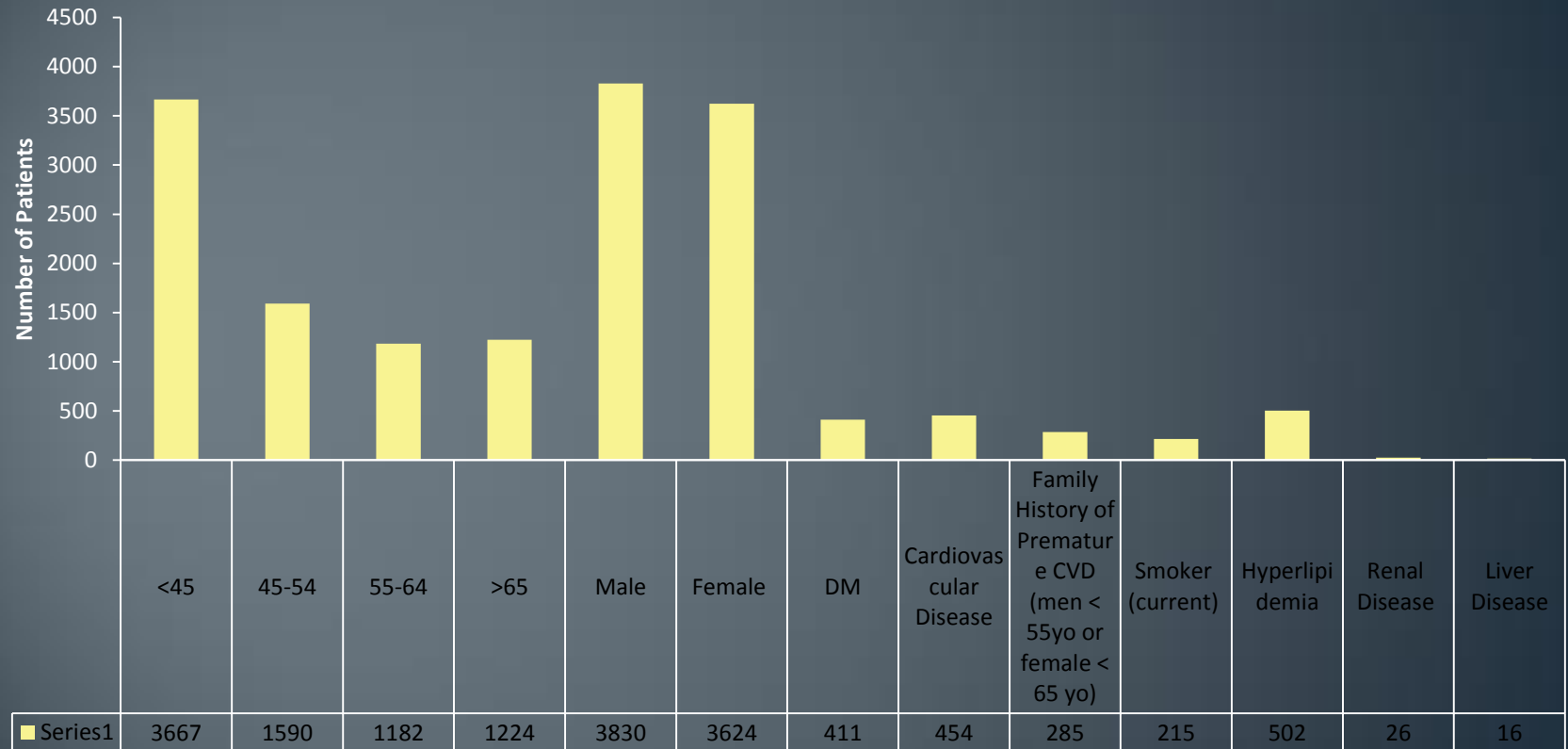
- Kroger initiative to raise awareness of HTN within our grocery and pharmacy population
- Free blood pressure screenings provided by pharmacists
 - Other services offered as well
 - ✓ BMI, body fat content, nutritional counseling, IMZ
- All stores participate monthly since 2011

Love Your Heart



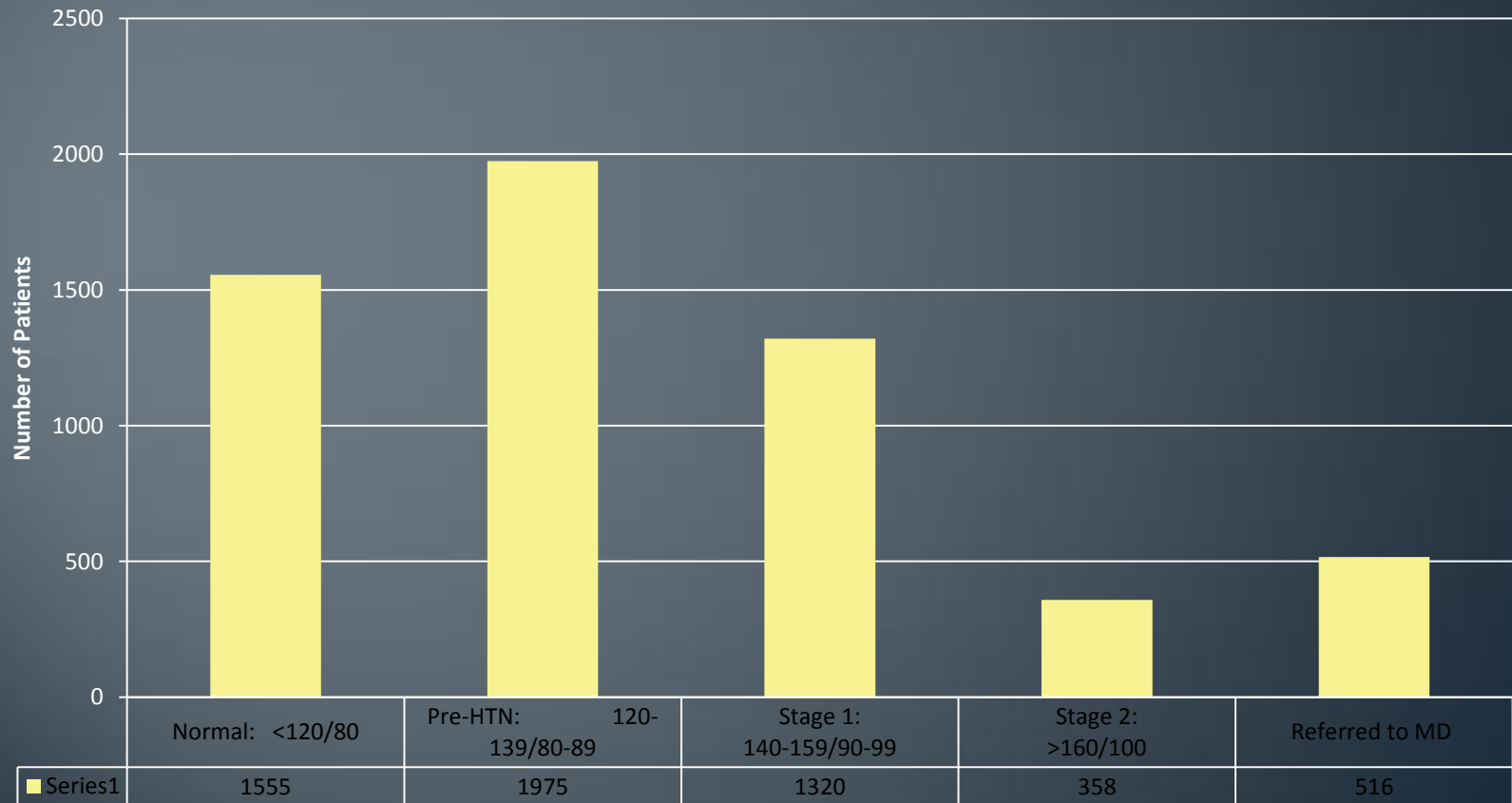
Love Your Heart

Cumulative Demographics (2012 - 2014) N = 7749



Love Your Heart

Cumulative Blood Pressure (2012 - 2014) N = 5208



Love Your Heart

Know your Numbers



Nearly 75 million adults in the U.S. have high blood pressure¹ — and approximately 20% of them don't know they have it.² If you're one of the people who has it and doesn't know it, you may be at risk for developing serious health complications.

What is High Blood Pressure?

Blood pressure (BP) is created by the force of your blood pushing against the artery walls as it circulates. High blood pressure means the pressure in your arteries is elevated.

You have high blood pressure when your numbers are consistently **140/90 mm Hg** (millimeters of mercury) or greater.

What do the Numbers Mean?

140



The pressure when your heart beats (systolic)

mm Hg

90



The pressure when your heart rests (diastolic)

Could You be at Risk for High Blood Pressure?



You are at higher risk for high blood pressure if you are:

- Overweight
- Inactive
- Eating a high-salt diet
- Drinking more than 1-2 alcoholic drinks a day
- Over age 35
- African American
- Related (by blood) to someone who has high blood pressure

Why can it be Dangerous?

If left untreated, high blood pressure may lead to:

- Stroke
- Heart Failure
- Heart Attack
- Kidney Failure

References: 1. Lloyd-Jones D, Adams RJ, Brown TM, et al. for the American Heart Association Statistics Committee and Stroke Statistics Subcommittee. Heart disease and stroke statistics—2010 Update. A report from the American Heart Association. *Circulation*. 2010;121:e1-e170. 2. Egan BM, Zhao Y, Axon RN. US Trends in Prevalence, Awareness, Treatment, and Control of Hypertension, 1988-2008. *JAMA*. 2010;303(20):2043-2050.

Source: 1. High Blood Pressure, American Heart Association Web site. www.americanheart.org. Accessed November 17, 2010.



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East Hanover, New Jersey 07936

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THE KROGER CO. FAMILY OF PHARMACIES



Fred Meyer

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Q&M

Smith's

Baker's

Big Lots

QFC

CVS

Walgreens

Your High Blood Pressure Management

Pocket Guide



Love Your Heart



Physician Blood Pressure Screening Notification

Date: ____/____/____

Prescriber: _____

Phone #: _____

Fax #: _____

Patient Information

Last Name _____

First Name _____

DOB _____

Dear Physician,

This letter is to inform you that a blood pressure screening has been performed on your patient (listed above) at one of our Ralphs Pharmacies. The patient had the following blood pressure reading(s):

DATE/TIME	Systolic BP (mmHg)	Diastolic BP (mmHg)	ARM (circle one)
			RIGHT/LEFT
			RIGHT/LEFT

Per JNC 7 guidelines your patient's blood pressure is classified as the following (Check one):

	Classification	Systolic BP (mmHg)	Diastolic BP (mmHg)
<input type="checkbox"/>	Normal	<120	<80
<input type="checkbox"/>	Prehypertension	120-139	80-89
<input type="checkbox"/>	Stage 1 hypertension	140-159	90-99
<input type="checkbox"/>	Stage 2 hypertension	≥160	≥100

This letter is being sent at the patient's request to help keep you informed and to take further action if necessary. Please feel free to call and speak with the pharmacist if you have any questions.

Sincerely,

_____, PharmD

Pharmacy Information:

Measure Up, Pressure Down

National Day of Action

National Day of Action



Dear Lord,

Our first **Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!** is one month away on Thursday, May 15.

How will you join this nationwide effort for blood pressure?

Submit your plans today via [email](#) or [web form!](#)

Many medical groups, health systems, and other campaign supporters have already shared their "action" plans for May 15, including:

- ♥ **Premier Medical Associates (PA)** posted a web article about its campaign commitment and is also planning a heart-healthy employee potluck lunch, state declaration, and media release.
- ♥ **University of Utah Health Care (UT)** will set up a booth in its hospital lobby, featuring an interactive display, educational materials, and free blood pressure screenings. Similar efforts are planned at 10 health centers.
- ♥ **Campaign sponsor Ralphs Pharmacy (CA)** will offer free blood pressure screenings and counseling at all southern California pharmacy locations on May 15.
- ♥ **Partner American Heart Association - Greater Washington Region** is rolling up their sleeves via social media and an electronic newsletter.

Free resources are available [here](#) for your use – including a Toolkit with action item ideas, planning checklist, patient materials, sample social media posts, web banners, and web badges.

-The Measure Up/Pressure Down™ Team

Looking for an "Action" Idea?



Distribute our new patient booklet, **Circulation Nation: Your Roadmap to Managing High Blood Pressure**, on **May 15**.

Participating medical groups can request up to 10 free copies. Email CirculationNation@amqa.org by April 30 with group name and shipping address.

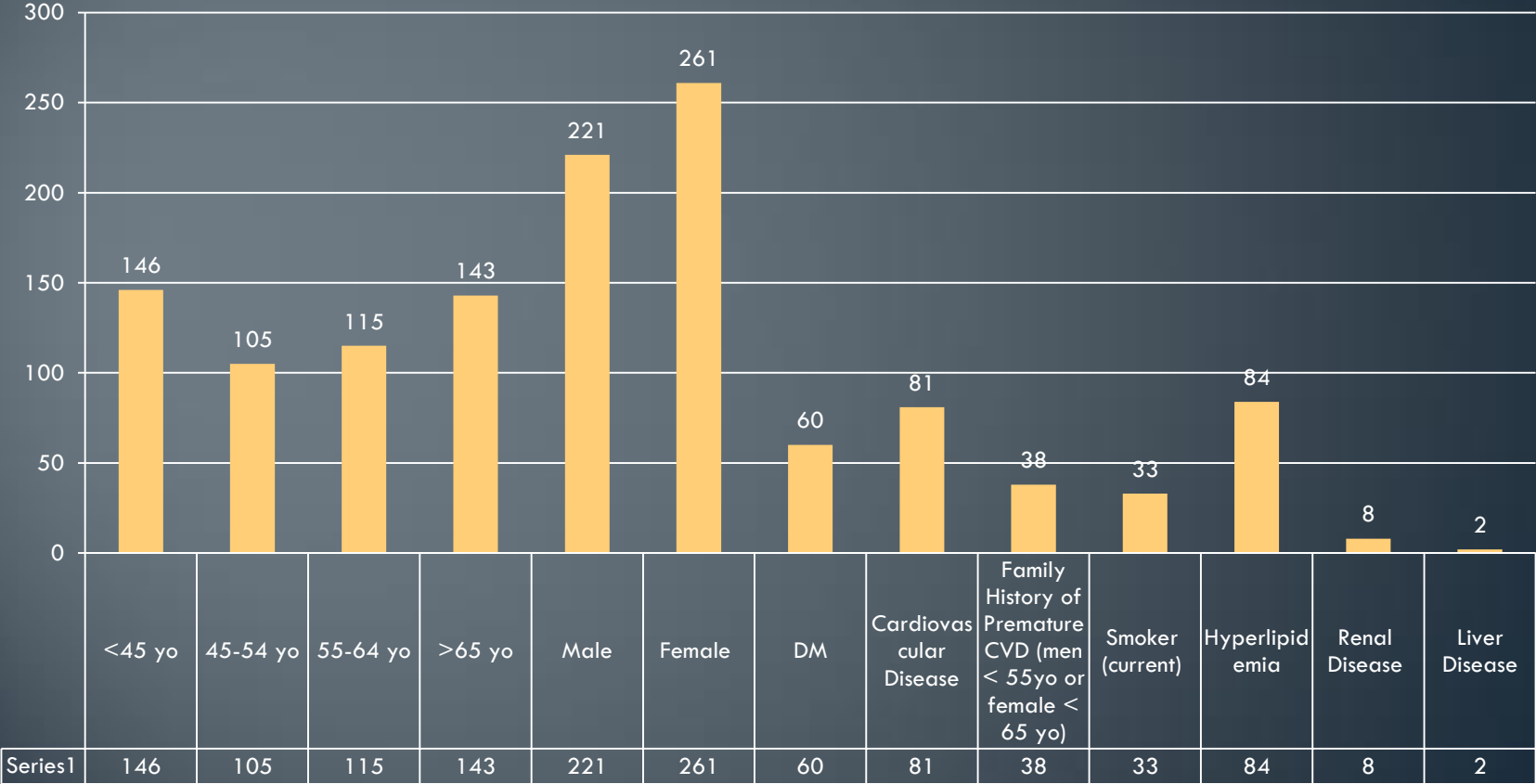


National Day of Action

- May 15, 2014 *Roll Up Your Sleeves!*
- Campaign Sponsor
- Provided BP screenings and education
 - Disbursed AMGA Toolkit materials
 - Nutritional counseling
 - Referrals to primary care physician
- 503 patients screened

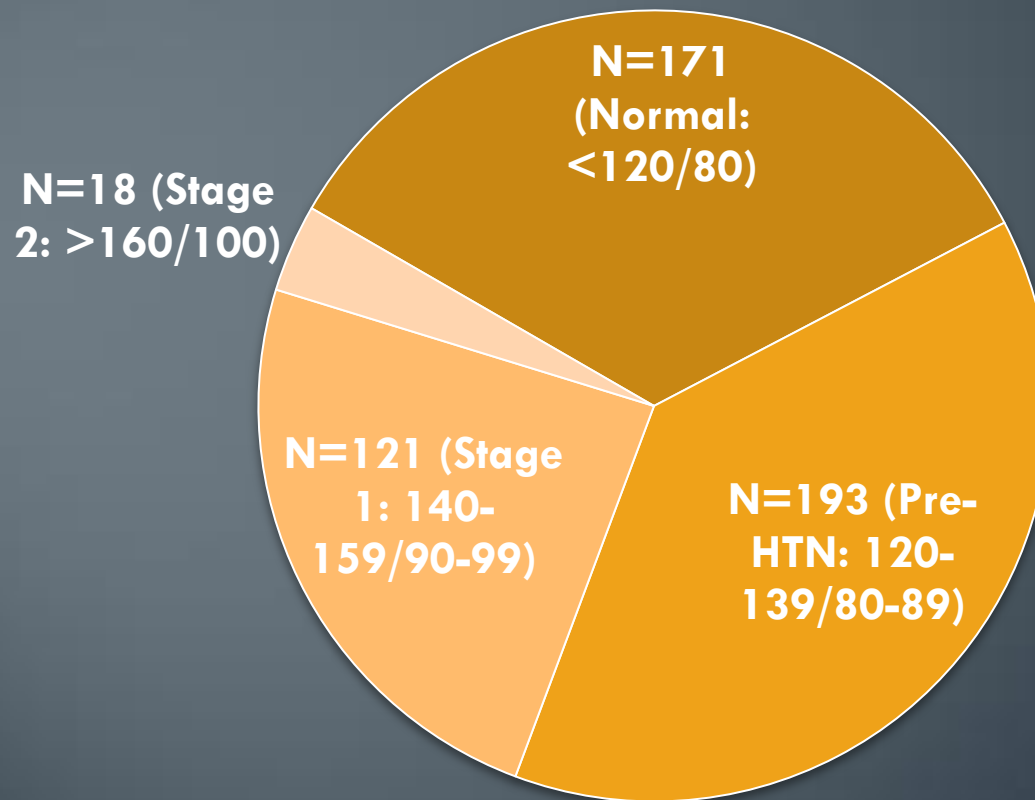
National Day of Action

Demographics



National Day of Action

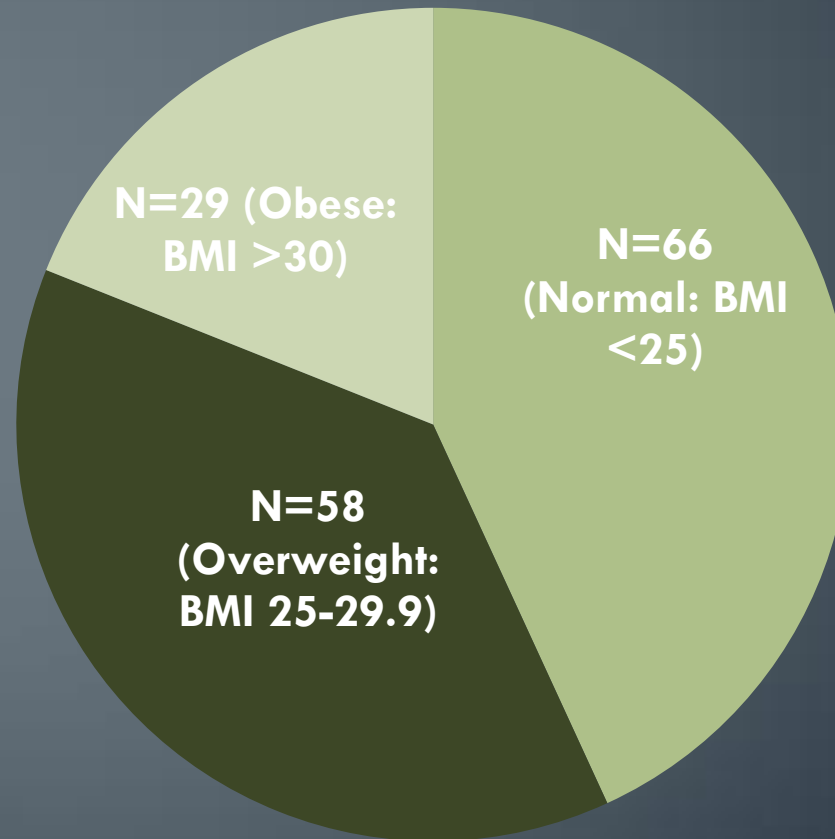
Blood Pressure Readings N = 503



32 patients referred to make an appointment with their PCP

National Day of Action

Body Mass Index Readings
N= 153



Average body fat = 27.49%

Medication Therapy Management

Innovations in
Community Pharmacy

Goals of MTM Service

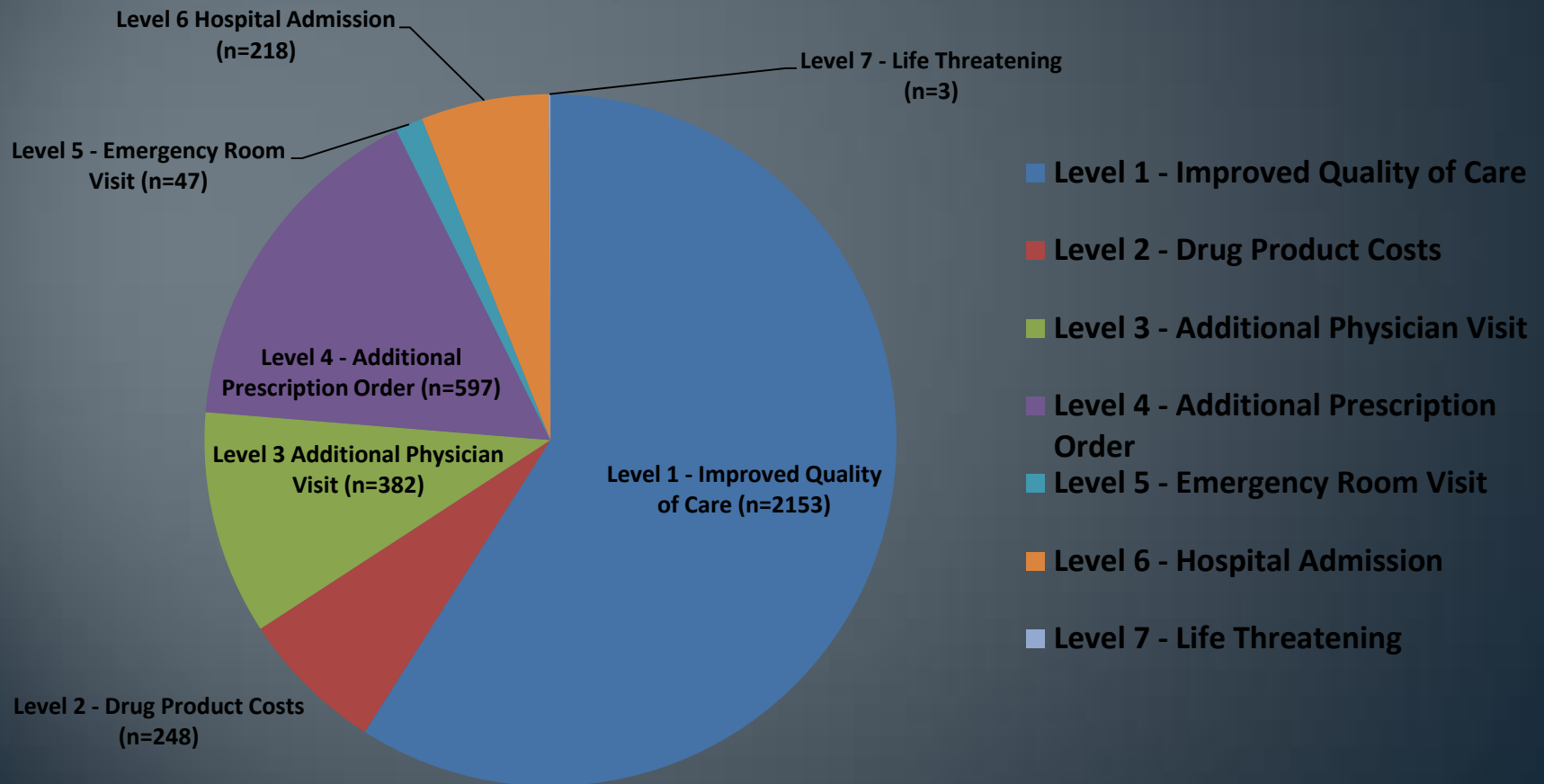
- Optimize therapeutic effectiveness
- Improve disease/symptom control or resolution
- Use treatment guidelines to optimize medication choices
- Select cost effective therapy
- Improve patient safety and adherence
- Reduce hospitalizations and healthcare expenditure
- Facilitate better communication between patient and physician(s)

Why is MTM Needed?

- **...in any given month, about 50% of people will use at least one prescription drug**
(Health, United States, 2010)
- **...in any given week,**
 - **80% of U.S. adults will use prescription, over-the-counter (OTC) drugs, and/or dietary supplements**
 - **30% will take five or more medications**
(Preventing Medication Errors. Institute of Medicine, July 2006)
- **...annual cost of patients not taking their medications as prescribed is almost \$300 billion**
(New England Health Care Institute, Aug. 2009)

Estimated Cost Avoidance

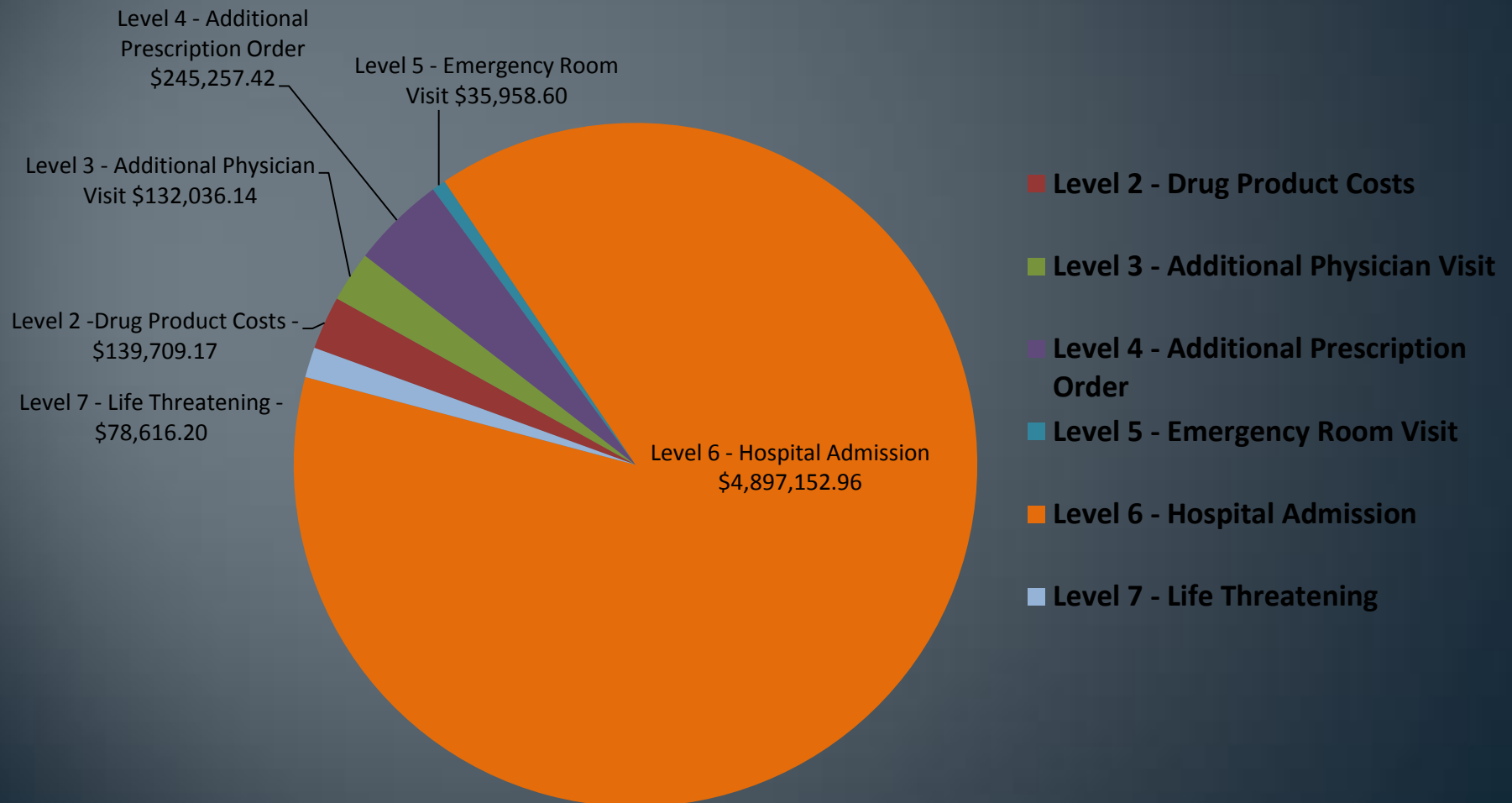
2010 - 2014
N = 3,648



Estimated Cost Avoidance

2010 - 2014

\$5,528,730.49



2013 TOP MTM CENTERS



TOP LARGE PHARMACY CHAIN

Top MTM Centers by state:

RITE AID PHARMACY 07047	Florence, AL
FREDS PHARMACY 2041	Jacksonville, AR
WALGREEN DRUG STORE 06400	Phoenix, AZ
WALGREEN DRUG STORE 04050	Alameda, CA
HARRIS HEALTHMART PHARMACY	Rocky Ford, CO
HAPPY HARRY'S 11756	Harrington, DE
WALGREEN DRUG STORE 03371	Miami, FL
FRED'S PHARMACY 2524	Moultrie, GA
HY-VEE PHARMACY 1410	Mason City, IA
BUHL DRUG	Buhl, ID
SUPERVALU - 3030 OSCO DRUG	Chicago, IL
WALGREEN DRUG STORE 04447	New Albany, IN
WALGREEN DRUG STORE 06170	Wichita, KS
KROGER PHARMACY 01400367	Walton, KY
RITE AID PHARMACY 07384	Baton Rouge, LA
WALGREEN DRUG STORE 03021	New Bedford, MA
WALGREEN DRUG STORE 05410	Baltimore, MD
RITE AID PHARMACY 04660	Auburn, ME
WALGREEN DRUG STORE 02905	Holland, MI
MELROSE PHARMACY	Melrose, MN
WEBBER PHARMACY	Mexico, MO



TOP REGIONAL PHARMACY CHAIN

KROGER PHARMACY 02500432	Jackson, MS
REALO DISCOUNT DRUG	Jacksonville, NC
WHITE DRUG 060	Valley City, ND
WALGREEN DRUG STORE 04531	Norfolk, NE
WALGREEN DRUG STORE 06983	Somerset, NJ
WALGREEN DRUG STORE 03842	Las Vegas, NV
MEDICINE SHOPPE 1454	Camden, NY
KROGER PHARMACY 01400482	Cincinnati, OH
PAYLESS DRUG	Portland, OR
WALGREEN DRUG STORE 04214	Levittown, PA
WALGREEN DRUG STORE 00174	Carolina, PR
WALGREEN DRUG STORE 02246	East Greenwich, RI
PALMETTO PRIMARY CARE PHYSICIANS	North Charleston, SC
HY-VEE PHARMACY 1039	Brookings, SD
BLOUNT DISCOUNT PHARMACY	Alcoa, TN
WALGREEN DRUG STORE 04071	Missouri City, TX
WALGREEN DRUG STORE 02529	Syracuse, UT
WALGREEN DRUG STORE 12033	Woodbridge, VA
SHOPKO PHARMACY #070	Spokane, WA
WALGREEN DRUG STORE 13074	Stevens Point, WI
NICHOLAS PHARMACY	Summersville, WV

Medication Adherence

Community Pharmacy Perspective

Ralphs Pharmacy Solutions

- Auto Refill – patients opt in for chronic medications
 - Alerts through phone calls, texts, emails
 - Adaptive – cycle starts once patient picks up medications
- Refill Synchronization
 - Pharmacist syncs all medications to fill at chosen date
 - Collaboration between Ralphs Pharmacy and health plans
 - Tedious process done through pen and paper, calendars, Excel sheets
 - Resistance from insurance companies have waned due to the established benefits
- Appointment Based Model (ABM)
 - More technologically advanced method implemented in 2014

Appointment Based Model

TOP STORY

CPhA's Refill Synchronization Bill Passes Legislature

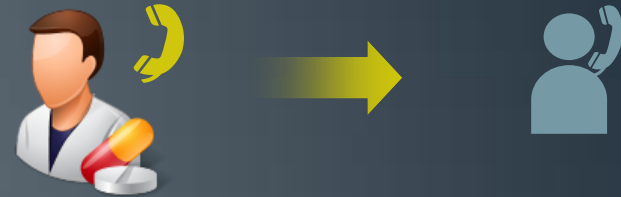
CPhA's refill synchronization bill passed the Legislature yesterday with a unanimous 76-0 vote and now heads to the Governor! AB 2418 (Bonilla) will streamline the process for pharmacists to synchronize the refill dates for patients with multiple chronic prescriptions. The bill requires health plans to approve short fills performed for the purpose of synchronization and requires health plans to prorate the patient's copayment. Refill synchronization programs combined with coordinated reminders to patients, known as the Appointment Based Model (ABM) has been shown to increase patients' adherence to their chronic medications by four to six times that of control groups. ABM was pioneered by CPhA member John Sykora and has gained national attention. Learn more about ABM [here](#).

Appointment Based Model



Traditional Model

- Patients randomly call with refill requests creating unnecessary work for staff
- “Tail wagging the dog” scenario is inefficient and hinders Pharmacist’s ability to provide services that improve adherence and health



ABM

- One monthly pre-appointment call from Pharmacy to patient, prior to appointment date
- Customers no longer have to manage their refills and call them into the Pharmacy

Appointment Based Model

Pharmacy staff determines patient's appointment date

All refills of chronic medications are synchronized to the appointment date



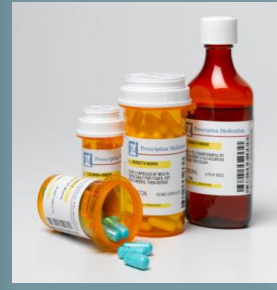
Patient receives call from pharmacy 5-7 days prior to appointment date to:

- Verify meds to be filled
- Capture any med changes from doctor/hospital visits



Prescriptions prepared prior to appointment

All fill issues and refill authorizations are resolved prior to the appointment

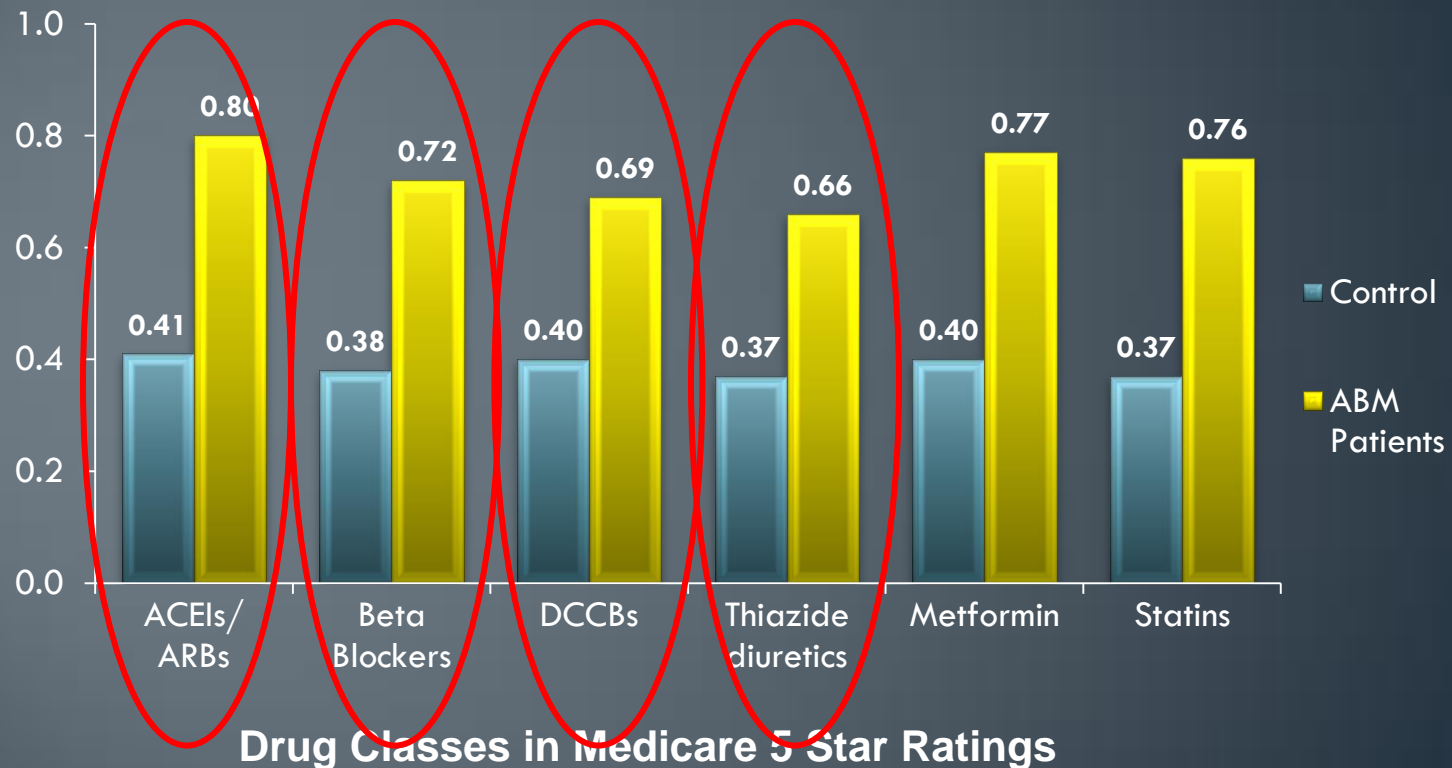


Patient visits pharmacy once for all medications

The opportunity for additional services at the time of appointment is greatly enhanced



ABM 12 Month Results: Percent of Patients Considered Adherent



Pay For Performance

PQA and EQUIPP



- EQulPP is a performance information management platform that makes unbiased, benchmarked performance data available to both health plans and Community Pharmacy organizations.
- Standardizes measurement of quality for med use
- Allows for Community Pharmacies to form strategic relationships with drug plans to improve medication use
 - IEHP is the largest P4P established in the country thus far

Pharmacy Report

 Print this Report

June 2012

Change Time Period













Data last updated on 05/01/2012

View as:

Table

Chart

 HOW DO I IMPROVE?

Measure	Trend	Pharmacy		Versus Goal		Versus Others	
		# of Patients	Performance Score	Goal	Gap	Organization Average	State Average
ACE/ARB in Diabetes ?		102	88.2%  ANALYZE PERFORMANCE	83% ↑ HIGHER IS BETTER	✓	82.3%	88.6%
ACE/ARB PDC ?		104	96.1%  ANALYZE PERFORMANCE	76% ↑ HIGHER IS BETTER	✓	83.4%	86.3%
Cholesterol PDC ?		102	92.1%  ANALYZE PERFORMANCE	72% ↑ HIGHER IS BETTER	✓	87.2%	90.1%
Diabetes PDC ?		102	100%  ANALYZE PERFORMANCE	76% ↑ HIGHER IS BETTER	✓	86.2%	90.1%
Drug-Drug Interactions ?		17	47%  ANALYZE PERFORMANCE	5.5% ↓ LOWER IS BETTER	41.5%	41.7%	22.7%
High Risk Medications ?		102	3.9%  ANALYZE PERFORMANCE	19% ↓ LOWER IS BETTER	✓	9.8%	7.4%

ACE/ARB in Diabetes

↑ HIGHER IS BETTER

Print this Report

May 20

Change Time F

Data last updated on 04/0

Pharmacy Versus Goal

of Patients

47

Performance Score

72.3%

Goal

83%

Pharmacy Versus Others

Organization Average

79.8%

State Average

78.3%

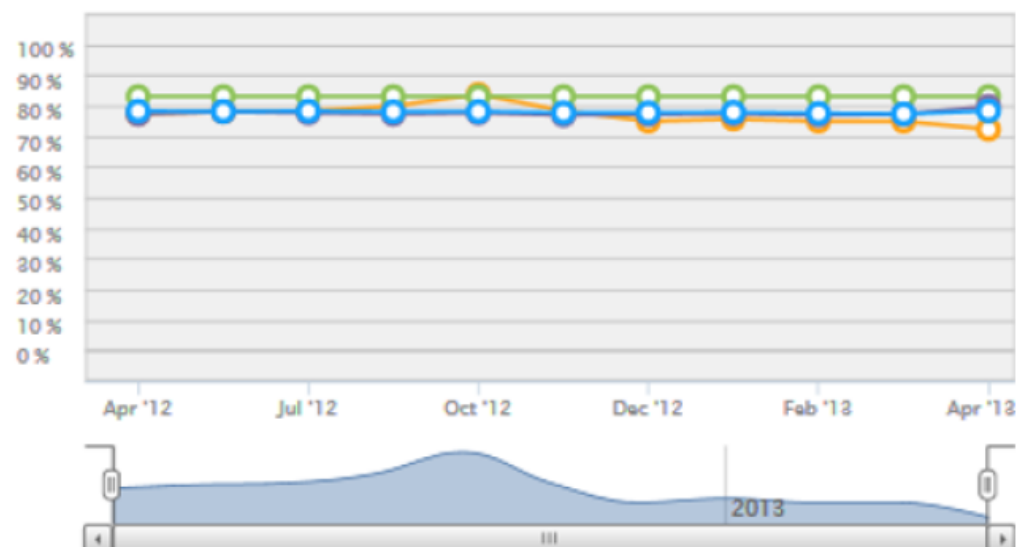
Run Chart

Performance Score

Goal

Organization Average

State Average



Plan Patients (47)

Health Plan	Patients
Health Plan names here	29
	10
	8

Insurance Mix Report

Health Plan	Pharmacy	Versus Goal	Gap	Versus Others
	Performance Score			Organization Average State Average
Commercial	57.1%	84%	26.9%	75.3% 79.8%
Medicare	74.9%	84%	9.1%	79.9% 78.2%

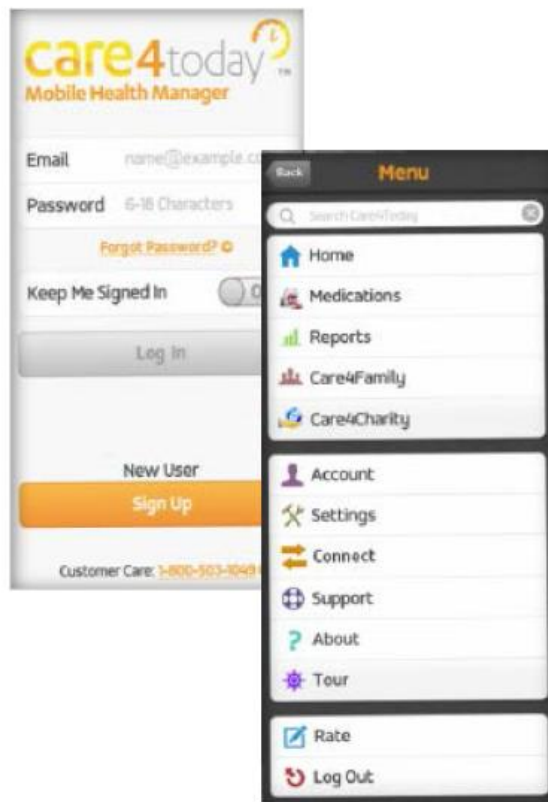
Technological Approaches

There's an APP For That

Care4Today



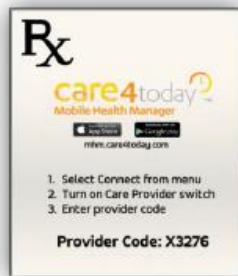
- Helps with adherence
 - Connects patients to family members
 - Reporting capabilities to share with healthcare providers
- Incentives
 - Reminders to take pills (both patient and caregivers/family members)
 - Donations to charities for staying adherent



PHARMACEUTICAL COMPANIES
OF Johnson & Johnson



Care4Today



care4today

TM













Mobile Health Manager

Dr. Diego Miralles

Logout

CLINIC

DASHBOARD

	Patient Name	D.O.B.	Phone	7-day Adherence	30-day Adherence
⚙ ▶	 Carl Washburn	4/28/1961	(858) 772-2063	100%	90%
⚙ ▼	 Andrew Walker	12/5/1954	(619) 300-2664	76%	92%
	 Prezista 800mg	<div>March</div> <div> <div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div><div>14</div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div><div>21</div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div><div>28</div><div>29</div><div>30</div><div>31</div> </div>			
	 Imbruvica 140mg	<div>March</div> <div> <div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div><div>14</div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div><div>21</div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div><div>28</div><div>29</div><div>30</div><div>31</div> </div>			
⚙ ▶	 David Tripi	1/15/1972	(858) 123-4567	92%	97%
⚙ ▶	 Veronica Barajas	6/21/1981	(310) 362-1826	88%	93%
⚙ ▶	 Brett Stewart	10/3/1948	(707) 211-4363	100%	100%
⚙ ▶	 Michael Iglesias	8/13/1986	(407) 299-7935	78%	90%
⚙ ▶	 John Doe	7/6/2987	(312) 899-1231	99%	87%
⚙ ▶	 Samuel Smith	12/4/1992	(619) 699-4558	100%	98%
⚙ ▶	 Kelly O'Donnell	9/20/1984	(305) 382-8381	50%	68%
⚙ ▶	 Monique Spoth	8/22/1977	(321) 656-7555	81%	91%

- Future applications

- Provides RPh adherence level visibility on a day to day basis
- Allows for monitoring beyond refill dates
- Faster intervention for those at risk
- Benchmark patients' adherence levels to other pharmacies or industry standards
- Link patient to Ralphs Pharmacy app for seamless refill ordering

Ralphs App

- Three separate wellness tours
 - Heart Health
 - Diabetes Care
 - Health and Wellness
- Incentives
 - \$5 load in Ralphs Loyal card



Interactive Tour

Take a healthy tour and get \$5 loaded to your Ralphs Rewards card.



Choose Your Tour:



Health & Wellness



Diabetes Health



Heart Health

Take all three tours and earn \$15 dollars!
Tours must be taken in-store at participating Ralphs.*

**Limit of (1) one tour per day per Ralphs rewards card.
[Complete offer details.](#)*



Health
Matters
at Ralphs™

Vitamins



4/6

Check the labels to see which of the following contains the most Omega-3 fatty acids:



Fish Oil >

Flax Seed >

Multivitamin >



Health
Matters
at Ralphs™



Fish Oil

When choosing between fish oil, flax seed or multivitamins, fish oil contains the most Omega-3 fatty acids.

The recommended maximum safe daily dosage of Omega-3 fatty acid from diet or supplements is 3 grams/day. Before taking over-the-counter vitamins or supplements, check with your Ralphs Pharmacist or your physician.



Next Stop >

StayHealthy Kiosks

- Measurements of
 - BP
 - Heart Rate
 - BMI
 - Weight
 - Color Blindness
 - Glucometer sync
- Innovative Ralphs Pharmacist program to use the data for expanding disease management



An official publication of the American Pharmacists Association

PharmacyToday

American Pharmacists Association
Improving medication use. Advancing patient care.

SEPTEMBER 2014



Managing the complex insulin needs of patients during care transitions

DIABETES
Latest research

OLODATEROL
Once-daily inhaler for COPD

HUB ON PROVIDER STATUS



PHARMACISTS
PROVIDE CARE

SPECIAL PAIN SECTION

Pharmacist

CLINICAL SERVICES

Mansour uses kiosk to help patients



profile



Mansour uses health kiosks to bolster patient-pharmacist relationships

SONYA COLLINS

On a Tuesday afternoon at Ralphs supermarket pharmacy in Culver City, CA, Janine Mansour, PharmD, talks to patients as they come in to pick up their prescriptions. An older man, whom Mansour has seen shopping in the store many times before, steps up to the counter and hands her a curled slip of paper.

"What do you think of this? Is this too high or too low?" Mansour says the man asked her.

It's not a prescription he hands her, but a print-out from the Stayhealthy HealthCENTER kiosk that sits just a few feet from the pharmacy counter. The slip of paper that looks like a cash register receipt shows his blood pressure, heart rate, weight, body fat, and several other bits of crucial health information. Mansour reads it over and asks the man a few questions about his diet and lifestyle.

HealthCENTER kiosks are transforming patient-provider relationships

for Mansour and other pharmacists at the 3,486 stores that use the innovative machines nationwide. In August, Stayhealthy joined forces with Higi, another major health kiosk company, which expanded the number of stores offering interactive kiosks nationwide to more than 5,000. Kiosks are also located in the community.

The quick and easy access to health data helps Mansour make a greater impact in all the clinical services she offers at Ralphs. And Mansour's and her colleagues' ability to interpret this data for patients is raising their profile and credibility in California, a state that

recently recognized pharmacists as health care providers.

Your health status at your fingertips

HealthCENTER kiosks are a far cry from the in-store blood pressure machines found in many community pharmacies.

"Compared to the HealthCENTER machine that we have now, those other machines are kind of archaic," Mansour said. "Patients would have to write down their own results. And a lot of patients would just ask me to take their blood pressure instead because they didn't think the machine was accurate."

Free of charge, the kiosk measures users' blood pressure, heart rate, body mass index (BMI), total body composition, and weight; tests them for colorblindness; and provides the results in

<http://www.pharmacist.com/mansour-uses-health-kiosks-bolster-patient-pharmacist-relationships>

Senate Bill 493

The Game Changer

Senate Bill 493

- Signed by CA governor on October 1, 2013
- Implementation date of Jan 1, 2014
- Bill expands the types of settings that pharmacists can practice services in (ie, Community Pharmacy!)
- Aimed at positioning pharmacists as health care providers and including them as members of the care team:
 - Pharmacists are the foremost experts in medications, and more than 80 percent of health conditions are treated with prescription medications.
 - Some diseases are not cured by simply giving patients medications. Many chronic diseases like hypertension and diabetes require ongoing maintenance to ensure the maximum efficacy of the medications. Additionally, Pharmacists must ensure that other medications do not interact or cause unintended negative effects.

Senate Bill 493

- Declares all Pharmacists as healthcare providers

- Furnish self-administered hormonal contraceptives
- Furnish travel meds recommended by CDC
- Furnish Rx NRT
- Independently initiate and administer vaccines
- Order and interpret labs

- Advanced Practice Pharmacist (APP)

- Perform patient assessments
- Provide referrals
- Initiate, adjust, and discontinue drug therapy pursuant to a protocol
- Evaluate and manage disease states and conditions

Rebecca Cupp

Rebecca.Cupp@ralphs.com

Lord Sarino

Lord.Sarino@ralphs.com

(310) 884-4733