Using reminders for targeting groups – Pharmacy experience

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(20 minutes)
National Influenza Vaccine Summit
Atlanta, GA

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Targeting Opportunities for Pharmacists
General public

• Messages
  – Importance of everyone getting immunized
  – Vaccine available

• Methods
  – Media / Ad pages
  – Signage outside pharmacy
  – Coupons and other incentives
  – Community outreach

Pharmacy profession estimated spend on marketing / patient communication in 2010-11 season is $40 million

Examples from 2012 Award Submissions

• “Be a Healthy HAWK,” made use of the school’s mascot and encouraged students to get their annual flu vaccine as well as promoted healthy eating, exercise, and techniques to prevent the spread of germs.

• Tie immunization message to general promotions
Customers

- **Messages**
  - Message consistency (importance, availability)

- **Methods**
  - Signage inside pharmacy
    - In OTC aisle and by pharmacy (“shelf talkers”)
    - Messages on bags
  - Incentives and rewards
  - Tie into other events within pharmacy
    - Screening activities and promotions
    - Engage all staff

Nearly all Americans live within five (5) miles of a community pharmacy.
(source: NACDS)
Examples from 2012 Award Submissions

• Launched a flu shot contest at his store to increase awareness among his customers and improve immunization rates.

• The pharmacist established cross communication with front store associates to increase awareness among front store employees and customers regarding the availability of pharmacy-based immunizations.

Patients

Pharmacies can target immunization messages to patients using patient data and medication markers

• Messages
  – Message consistency (importance, availability) and tailored to age, medical conditions, etc.

• Methods
  – Message delivery when receive medication counseling and dispensing
  – HIPAA compliant outreach to patients (letters, calls, one-on-one)
Examples from 2012 Award Submissions

• The pharmacist and his staff tagged all bags and made a point to counsel every single customer about why to immunize and how much it would cost with their insurance.

• The pharmacist used a very simple approach in his efforts to extend flu vaccinations to anyone who would want or need them. His question of choice was effective: “Have you already had your flu shot this year?” This left the door open for almost any response, and it was a very unobtrusive way of introducing the subject to people.

Chokshi conducted a successful Tamiflu (oseltamivir—Genentech) outreach program, calling every patient who had received a prescription for the drug last year and advising them to avoid influenza this year by getting vaccinated. The program had a 75% success rate.
Targeting Messages:
Prescription Vial Auxiliary Labels

Need for influenza & pneumococcal vaccines:
- Heart Disease    Digoxin, warfarin, nitrates
- Lung Disease     Theophylline, zafirlukast, steroids, chronic inhaler use
- Diabetes        Insulin, oral hypoglycemics
- All ≥ 65 y/o    Any or none

Other vaccines?

Persistence...

- Set up times to work around the customer’s work schedule, even if that was two hours before the pharmacy opened.
  - If for some reason the employee of the business could not get the vaccination that day due to illness or other factors, the pharmacist made an effort to either go back and give it at a later date or make arrangements for the employee to stop by the pharmacy to get one.
Target opportunity

- Anticoagulation Clinic
  - invited patients to stop by for the influenza vaccine.
  - Focus: education of the patients as to why the influenza vaccine is important and to capture the patients who would otherwise not get vaccinated.
  - Ideal opportunity to vaccinate patients because they are scheduled for a visit at least every four weeks - so it is convenient

  - Patients are very comfortable with the pharmacist who they see every month for their PT/INR and warfarin dose management.

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Example: Connecting messages

Clinical Improvement for Patients with Diabetes: Influenza Vaccination

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*Patient Self-Management Program, J Am Pharm Assoc. 2005;45:130–137 s with baseline, 1st, 2nd and 3rd year results

Please indicate your immunization activities for the following vaccines: 
*Currently Administer, overall mean across practice settings* 
2011 Annual APhA Survey 
n=1936

Rx to our nation’s immunization initiative
A little self promotion and guilt doesn’t hurt...

Source: Evan Marcus Rothholz, Born November 8, 2010

The Time is Now to collaborate around the patient...
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