
PMI Distribution Pilot Proposal & Considerations

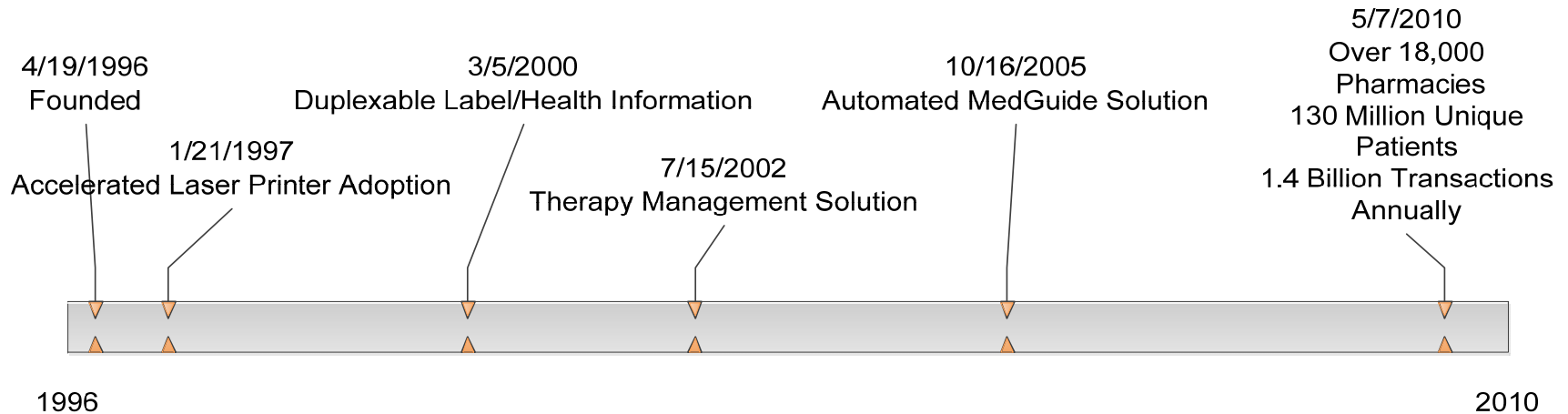
Designing Pilot Programs to Distribute Patient Medication Information
The Brookings Institution
February 23, 2011

Agenda

- Catalina Health Resource
- Pilot Program Design
- Medication Selection
- Measurement
- Next Steps

Introduction to Catalina Health Resource

**Catalina Health Resource is a division of
Catalina Marketing Corporation,
headquartered in St. Petersburg, Florida**



Distribution Pilot: Program Design (proposed)

Collaboration among FDA/Brookings/Stakeholder organizations to:

- Select medication(s) for PMI development
- Align objectives/goals/measurement

CHR Pilot Execution, including:

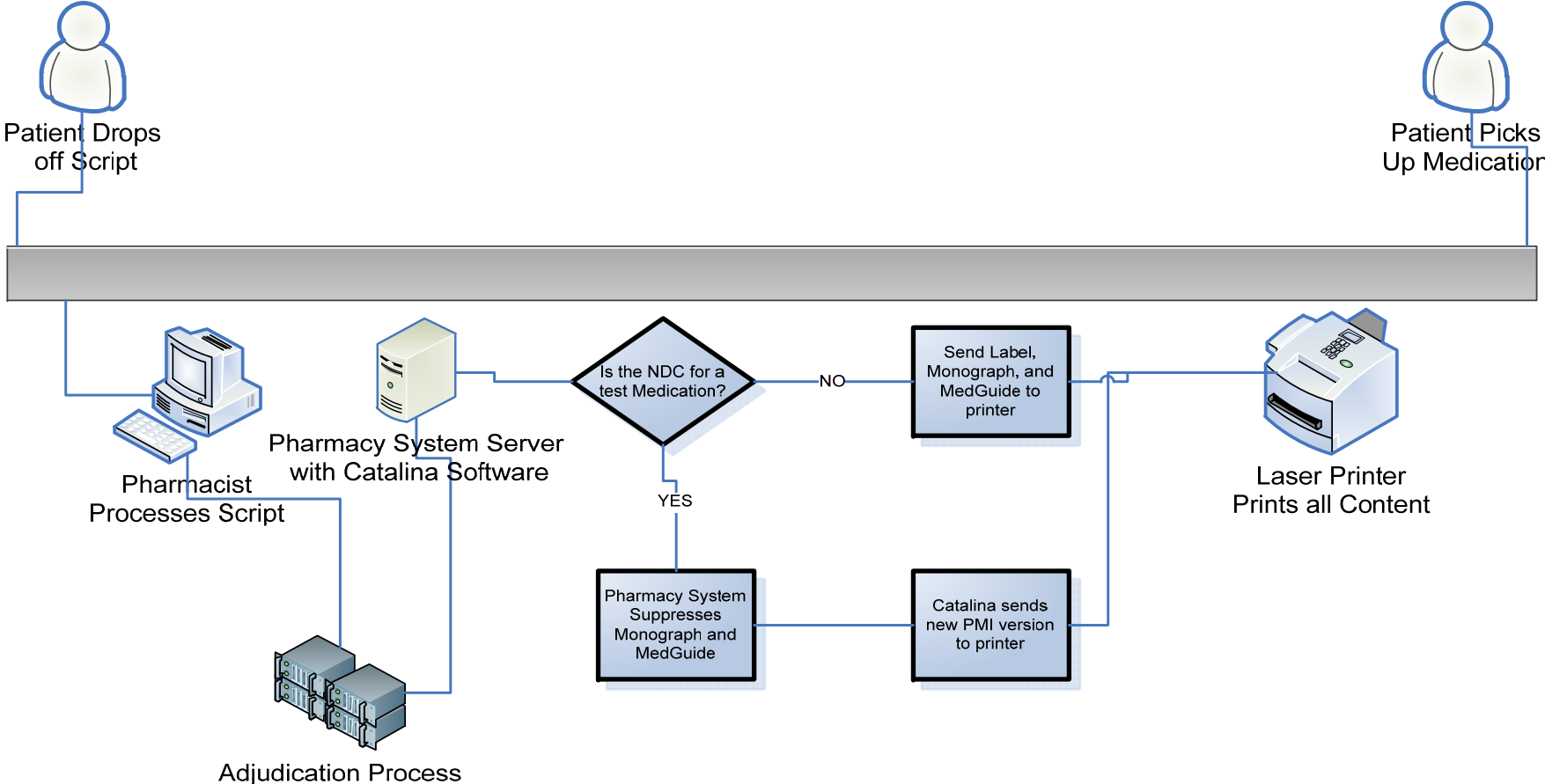
- Use of CHR Retail Pharmacy network to print pilot PMI
- Align participation from select CHR Retail Pharmacy partner(s) to participate in pilot
- Create triggering logic to integrate pilot PMI content into Rx fill workflow
- Pilot PMI to replace 'legacy' documents (CMI, Medication Guide, etc.)
- Provide pilot program measurements

Estimate pilot start 90 days after:

Finalization of PMI content for selected medications, and

Finalization of CHR Retail Partner commitment

Pilot Process Flow



PMI content delivery

- CHR technology ‘maps’ PMI content to specific NDC
- Pilot PMI content prints at time Rx is processed in pharmacy
- Content to be distributed to patient with other pharmacy content (receipts, health tips, etc.)
- Message content supports ‘drive-to-web’ for e-version of PMI

IMPORTANT

Diabetes Care

Diabetes Tips

Diabetes affects the body's ability to use blood sugar for energy. The main types include type 1 diabetes, type 2 diabetes, and gestational diabetes. Diabetes symptoms may include: increased thirst and urination, blurred vision and fatigue.

If diabetes is left untreated over time, high levels of blood glucose may result in serious complications or place you at risk for unwanted health problems.

- Keep your blood glucose numbers written down.
- Follow a plan for diet, fitness, food, insulin doses, exercise and results of blood checks.
- Cut the right foods in the right amount. If you are overweight, reduce your calorie intake to four some weight. Losing as little as 10 to 20 pounds can improve your blood sugar levels.
- Get regular physical activity. Exercise regularly (at least 30 minutes of exercise a day). Exercise helps control your blood sugar by using glucose for energy during and after activity.
- To prevent hypoglycemia (low blood sugar), whenever you go, keep a healthy snack or glucose tablets handy. Eat them at your purse, briefcase, glove compartment, back drawer and bag you tend to like.

Talk to your pharmacist as presented.

Talk to your Rite Aid pharmacist if you have questions about diabetes or any diabetes products.

Diabetes Care From Your Rite Aid Pharmacist

Know Your Numbers

If diabetes is left untreated over time, high levels of blood glucose may result in serious complications or place you at risk for unwanted health problems. Taking steps toward maintaining normal blood glucose, controlling your diabetes and preventative care will help you lower your risks so you can lead a happy and normal life.

Know Your Numbers

Individuals with diabetes should understand their blood glucose numbers and the ways it could be measured to achieve better control of their target goals. Blood glucose can be measured by self monitoring or by an A1C blood test done by a health care professional.

Your Rite Aid pharmacist can help you find the right blood glucose meter for you and help you learn how to use it the correct way.

Talk to your Rite Aid pharmacist if you have questions about diabetes or any diabetes products.

Drug Approved by FDA, 2005
Last Revised: May 2009

Rheuptopia [Roo-TOH-pee-ah] (also known as arisalate)

Uses

- Rheumatoid arthritis in adults. Rheuptopia reduces painful and swollen joints, slows joint damage, and improves mobility and the ability to do physical activities.
- Polyarticular juvenile rheumatoid arthritis in children at least 4 years old who did not have good results from other medicines. Rheuptopia reduces pain, improves mobility, and decreases the number of painful joints.
- Ankylosing spondylitis. Rheuptopia reduces back pain, swelling, and improves mobility.
- Plaque psoriasis in adults who may benefit from taking medicine or receiving phototherapy (using ultraviolet light). Rheuptopia improves or clears up areas of skin with psoriasis.

Important Warning: Serious Infections

Rheuptopia affects the immune system. It can lower your ability to fight infections. Do not use Rheuptopia if you have an active infection. People taking Rheuptopia have gotten serious infections including tuberculosis (TB) and infections caused by viruses, fungi, or bacteria. Some people have died from these infections.

Tell your doctor before using if you

- have an infection, are being treated for an infection, or think you have an infection (such as a cold, flu or skin infection).
- have TB or have been near someone who has TB.
- have any nervous system or heart problems.
- have lived in or traveled to other countries.
- have recently been vaccinated or are scheduled to receive a vaccination (including a flu shot).
- are taking the medicine Kinert (anakinra).

Stop use and call your doctor right away if you develop

- Fever, cough, flu-like symptoms, a skin infection (red, warm, painful skin or open sores).
- Numbness, tingling, weakness, vision problems, or dizziness.
- Chills, swollen lymph nodes, night sweats, fever, or weight loss.
- Bloating, bleeding, and pale skin.
- Shortness of breath, swelling of ankles or feet, or sudden weight gain.
- Chest discomfort or pain, shortness of breath, joint pain or a rash on your cheeks or arms.

Common side effects

- redness, rash, swelling, itching, or bruising where the shot was given.
- headache
- runny nose

Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088 or www.fda.gov/medwatch.

Directions for use

- Rheuptopia is an injection (shot). Do not use Rheuptopia until your doctor has shown you how to give a shot.
- Store Rheuptopia in the refrigerator. Do not shake or freeze.
- If you forget to take a dose, take it as soon as you remember. Take your next dose at your regularly scheduled time.
- Your doctor will tell you how often to use Rheuptopia. Do not use Rheuptopia more often than prescribed.

Dust Photograph 3A_Warnings

Medication Selection

Select Brand medication(s) from interested stakeholders:

- Eli Lilly
- GSK
- Pfizer
- Others

Considerations:

- Medication dispensed in retail pharmacy settings
- Volume of Rx to enable adequate testing/measurement
 - CHR can query retail pharmacy partner data to determine sample size for candidate medications
- Pilot PMI content created by manufacturer of pilot medication(s)
 - PMI Content review/comment by FDA prior to use in pilot
- Recommend minimal number of medication(s) for pilot (1-4)

Sample Brand Volume (CHR network)

Product	UPSPW	TOTAL PMI PRINTS
ELI LILLY		
CYMBALTA	6.3612	165,390
CIALIS	3.2368	84,157
HUMALOG	1.9252	50,055
STRATTERA	1.2318	32,027
ZYPREXA	1.2595	32,748
GSK		
ADVAIR DISKUS	6.8290	177,555
VENTOLIN HFA	6.2998	163,796
FLOVENT HFA	2.6349	68,507
LOVAZA	1.9355	50,322
AVODART	1.2524	32,561
PFIZER		
LIPITOR	13.5932	353,424
VIAGRA	3.9616	103,002
LYRICA	3.4897	90,731
CELEBREX	3.3937	88,237
CHANTIX	1.4563	37,864

Expected volumes based on 2000 retail store pilot over 13 week time period

Post-Pilot Analysis

- PMI Prints by Drug/NDC
 - Geographic distribution
 - Patient demographics
 - Age ranges
 - Gender
 - New Rx vs. Refill Rx
 - Co-morbid conditions (if applicable)
- Retail Pharmacist surveys (if applicable)
 - Distribution of PMI
 - Rx fill workflow implications
 - Patient attitudes on PMI delivery/content
- Others

Next Steps

Pilot Scope, Definition & Goals:

- Specific pilot objectives, timing, measurement
- Determine funding requirements (as applicable)
- Select PMI pilot medications
- Develop drug-specific content for pilot PMI drugs
 - Single PMI prototype vs. multiple formats
 - Pilot PMI “ready” for use

Pilot Execution

- CHR Retail Partner participation
 - Retail Chain, National reach: proprietary technology/pharmacy system
- Develop triggering mechanism for pilot medications
- Develop PMI pilot software – disable ‘legacy’ printing
- Commence pilot – monitor pilot progress

Pilot Measurement/Analysis