



Patient Perspectives
Making PMI more Effective

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Key Questions

- How do patients want to receive PMI?
- What are the considerations for delivering PMI to special populations (eg, non-English speakers, low-health-literacy, and disabled)?
- **What are potential mechanisms to measure and monitor PMI distribution strategies?**
- **How can consumer groups help to measure and monitor PMI?**



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O U R S E L V E S T H

Consumer Reports **BEST DRUGS FOR LESS**
SAFE, EFFECTIVE and AFFORDABLE prescriptions
Get the medicines you need at prices you can afford
Top choices for...
Heart disease
Diabetes
Insomnia
Blood pressure
Migraine
Pain
Depression
...and more
Save \$1000 on savings from 1000

How do patients want to receive PMI?

- **From professionals they trust**
 - Pharmacy
 - Physicians
- **From organizations they have relationships with**
 - Consumer Reports publications
 - Other publications (eg, Washington Post, etc)
 - National Urban League
 - National Center for Farmworker Health
 - National Caucus for Black Aged
 - National Association for Area Agencies on Aging
 - Medicare Rights
 - PBMs/Insurance Companies

Formats and Channels

Formats

- Print
 - Stand-alone reports (long versions and short 2-page)
 - Magazine/newsletter article
 - Newspaper
 - Letter to target audience
- Electronic
 - HTML (web pages)
 - Pdf
 - Database (tool – web or mobile)
 - E-newsletter
 - Video

Channels – Push

- In person
 - Live meetings/events
 - Community organizations
 - Counselors
 - From professionals
- E-newsletters
- CU Publications (*CR Magazine*, etc)
- Personalized mailed communications (eg, PBM)

Channels - Pull

- Web site (HTML, pdf, web tool)
 - SEO and SEM
- Mobile applications

Dissemination Recommendations

- **Avoid an over-reliance on electronic formats and channels (eg, smartphones) for distribution.**
- **Encourage a secondary channel of communication (eg, verbal instruction); effective in producing a number of health behavior changes**
- **Rely on a secondary distribution mechanism that utilizes consumer groups**
- **Include distribution of information by payers; the success of this approach may rely upon third-party content generation.**

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Dissemination

Best Buy Drug Reports
Stories
Blogs
Video

Consumers Union
Reach

Dissemination
Partners

Content Licensing

PRINT

ONLINE
(web/social media)

E-MAIL

MOBILE
(text msg/iPhone)

IN PERSON

Consumer Reach

Consumer Action

Consumer Behavior

items distributed
people reached

Report Downloads
Email open rate

Prescription switch
Survey data






Evaluation

Measuring and Monitoring PMI distribution

- **Providers and payers- monitor the effectiveness of PMI distribution and content through consumer experience surveys.**
 - **HCAHPS survey - communication about new medicines**
 - **Health plan CAHPS and clinician and group CAHPS should address communication about medications.**
 - **Include a performance metric for Medicare Part D plans**

HCAHPS – Poor performance in communicating about new medications


BETTER <<<<>>>> WORSE

Communication About New Medications	# Hospitals	Percent
	2	0.06
	55	1.54
	304	8.49
	999	27.91
	2219	62

Measuring and Monitoring PMI distribution

- **Provider performance indicator (process measure) for both in- and out-patient settings; monitor with respect to outcomes data on medication-related adverse events.**
- **Use of Sentinel in an outcomes study that pilots dissemination of PMI for a particular class of drugs in a particular geographic area**
- **“Secret shoppers”**
- **Patient surveys/polls done by external evaluators**

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How can consumer groups help measure and monitor PMI?

- **Convene focus groups and execute surveys to evaluate the effectiveness of PMI content and delivery**
- **Deploy “secret shoppers”**
- **Analyze and publicly report performance measures related to PMI dissemination and PMI effectiveness.**