Patient Medication Information: Pilot Metrics and Design

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Agenda

- Challenges
- Metrics
- Designs
- Budgetary Considerations

Did improved patient medication information at Target improve Outcomes?
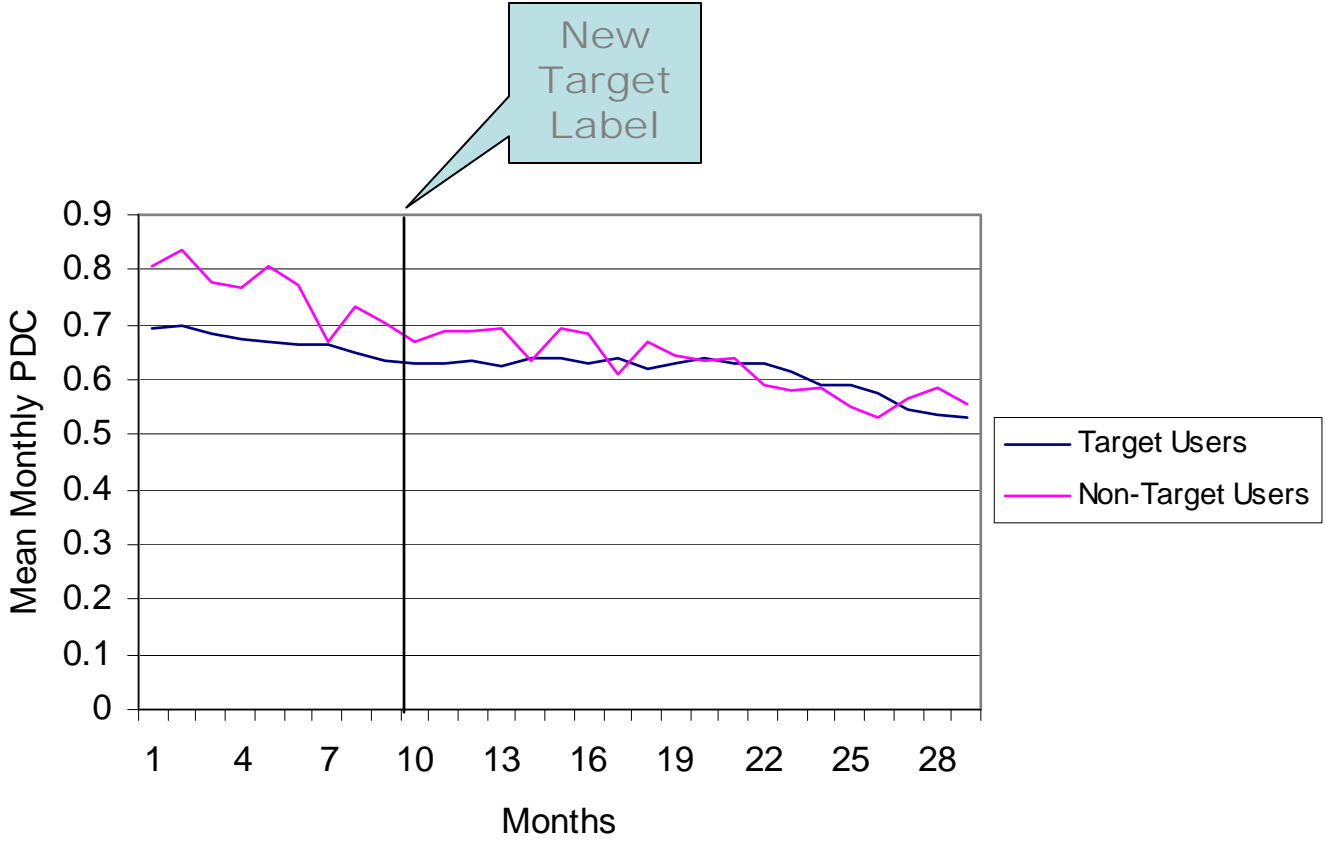
Sample:

- Continuously enrolled adults in 2 large insurers – over 5 million patients
- Patients with 1 of 9 chronic diseases

Methods:

- Time trend analysis
- Compared patient adherence and rates of physician and ER visits and hospitalizations before and after implementation of the new label in Target users and concurrent controls
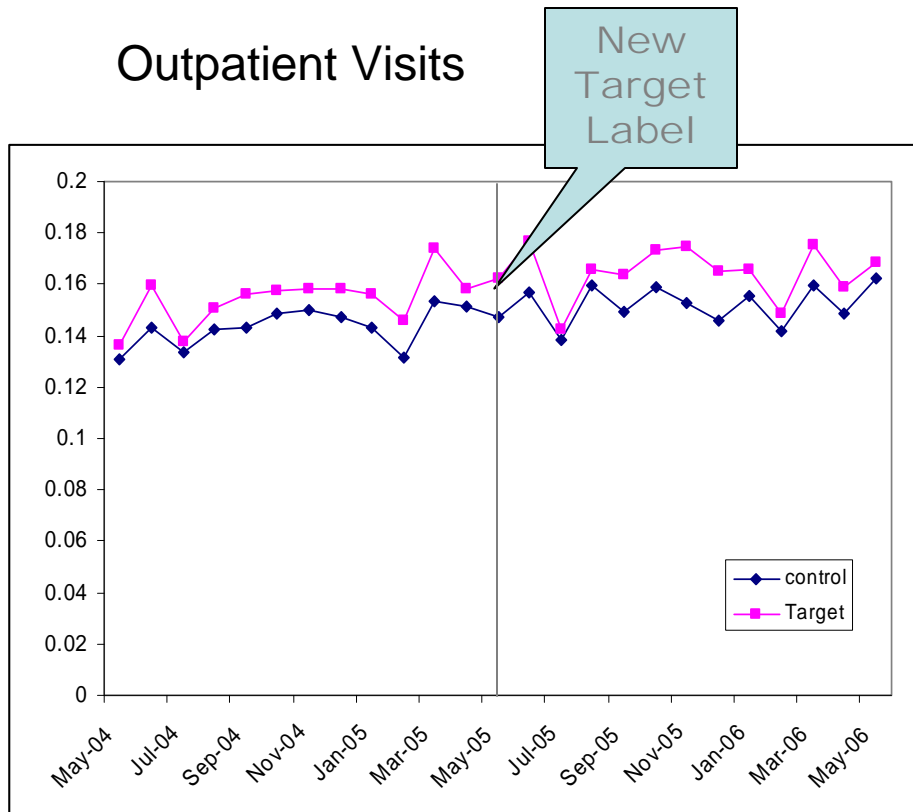
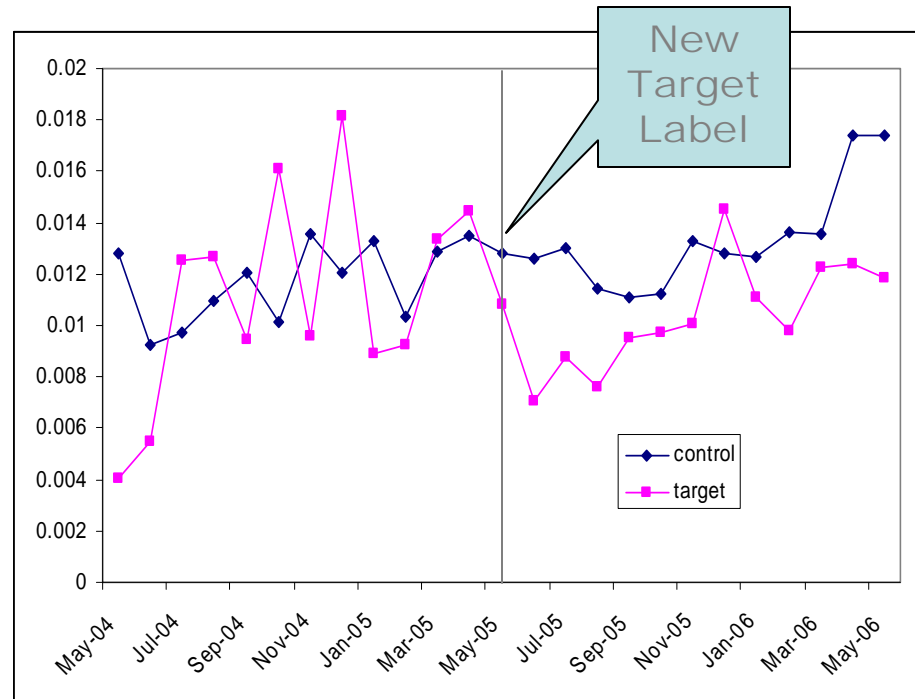# Did improved patient medication information at Target Affect Adherence?

Did improved patient medication information at Target Affect Health Services Utilization?

Outpatient Visits

ER and Inpatient Visits

New Target Label

New Target Label

Shrank Med Care 2009

Timing

- Hard to evaluate PMI without some consensus of what appearance will be, and comfort that it is evidence-based

- Need thorough consumer-testing first (await OMB to provide support)

- Otherwise, this process will likely offer little value

Metrics

- Process
  - Distribution
  - Patient Attention
  - Assessment of "System" of information delivered
- Outcomes
  - Preferences
    - A different stage
  - Readability/Understanding
    - Yes
  - Actual Use or Downstream Health Outcomes
    - Too expensive, not timely, challenge to measure

Design

- Need a control group with current standard medication information

- Consider multiple PMI prototypes to compare different designs against each other and against current standards

- Patient-level randomization difficult
  – Consider cluster RCT vs quasi-experimental

Budget Considerations

- Need patient cognitive testing after receiving PMI (low cost)

- Consider follow up interviews to assess understanding and adherence (moderate)

- Claims-based analyses of medication use (moderate)

- Electronic medication bottles – most expensive, but the gold standard for actual medication use (high)

Who?

- Is an academic or third party evaluator needed?

Bare Minimum

- A control group
- Intervention is a selected PMI
- Patient interviews to assess understanding and ability to demonstrate use