Engaging MTM Eligible Members in a Comprehensive Medication Review via TELEPHARMACY

A Collaborative Effort
Initial CMR Recruitment

1. MTM Eligible Beneficiary
2. WellCare/CMS MTM Criteria
3. MTM Eligible Beneficiary

- Live Telephone Notice of MTM Enrollment and CMR Offer
- Letter of Notification for Those Not Responding to Phone Offer
- Accept CMR Offer
- Decline CMR Offer
- Opt out of MTM
- Unable to reach/Non-Responders
Recruitment Research

**PHASE 1:** Improving the participation rate for Comprehensive Medication Reviews through enhancing Part D beneficiaries’ understanding of the service.

**Methods:** Development of CMR recruitment script shaped by the Health Belief Model and aimed to enhance beneficiaries’ understanding of the CMR service, explain the benefits from the beneficiaries’ perspective, and address potential barriers.

**RCT Results:** Members who received the newly developed script were 1.5 times (95% CI=1.45-1.72) more likely to accept the CMR offer.

**PHASE 2 Progress:**

→ Individual interviews were performed to evaluate elements of a new script designed to address barriers identified in Phase 1.

→ *RCT being conducted to evaluate the effect of 3rd script on acceptance of a CMR.*

<table>
<thead>
<tr>
<th>Common Barriers to Accepting a CMR Offer</th>
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<tr>
<td>Threat to personal doctor/pharmacist</td>
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<tr>
<td>Have been on the same medications for a long time – doesn’t need CMR</td>
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<tr>
<td>Concerns with confidentiality</td>
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<td>Concerns about discussing over the phone</td>
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Hybrid Practice Model

MTM Eligible, Accepted CMR Offer → Initiate or Schedule CMR → CMR COMPLETE!

- Miss Appointment
- Decline CMR Offer
- Opt out of MTMP
- Unable to reach/Non-Responders

• Hybrid Model - Combination of Initiating and Scheduling
• Additional Efforts:
  - Reminder Calls, short scheduling window
  - Send letters for Unable to Reach and Missed Appointments
  - Transfer on Initial Outreach Call
Unified Program

- Scheduling and Documentation Software
- Hotline Staffed by Pharmacy Associates
- Program Education and Awareness
- MTM Quality Assurance Program

Continuity of Care
Program **Visibility** for Beneficiary Awareness

University of Florida

MTM Services

Comprehensive Medication Review

A Comprehensive Medication Review (CMR) is a consultation with a pharmacist or other qualified healthcare provider. The CMR is conducted over the phone and takes approximately 30 minutes. It can be conducted in the comfort of your own home at a time convenient for you. WellCare provides CMRs with support from the University of Florida College of Pharmacy (UF COP).

Your CMR Will Assess:
- Why each medication is prescribed and whether any medications are potentially unnecessary.
- If each medication is effective.
Program **Visibility** for Beneficiary Awareness

**Outreach Letters**
- Welcome member to MTM program
- Elicit response to CMR Offer
- Provide tear-off to respond for CMR
- Mention UF Call Center

**Newsletter**
- 2011 National Mature Media Merit Award, Insurance Division
Training For Success

CMR Process
FAQ Answers
WIFMs
Empathic Listening Skills
Communication Skills
Diversity and Sensitivity Training
Our Promise

We will:

- Schedule at your convenience.
- Be prepared for you.
- Be on time for you.
- Give you our undivided attention.
- Never interrupt you.
- Give you time to think.

We can cure sometimes, relieve often, but CARE ALWAYS.

SMILE!
They can hear it in your voice.