### MTM: Successfully Engaging Eligible Patients

#### **Objectives**

- Explain What MTM is as defined by the Medicare Modernization Act
- Describe examples of MTM services
- · Recognize the various entities who pay for MTM services
- Discuss tactics commonly used to overcome patient barriers to MTM service provision
- Utilize various strategies to successfully engage eligible patients in MTM services

#### MTM Background

- Concept of Medication Therapy Management (MTM) services is not new
  - Pharmaceutical Care
  - Cognitive Services
  - Pharmacist Services
- Medicare Part D introduced term, "MTM"

#### What is MTM?

- As defined by the Medicare Modernization Act of 2003 (MMA):
  - Services designed to:
    - · Enhance enrollee understanding
    - Increase enrollee adherence
    - Detect adverse drug events, and patterns of overuse and underuse of prescription medications

#### What is MTM?

- "Distinct service or group of services that optimize therapeutic outcomes for individual patients."
- "Medication Therapy Management services are independent of, but can occur in conjunction with, the provision of a medication product."

Bluml BM. Definition of medication therapy management: development of profession wide consensus. J Am Pharm Assoc. 2005;45:566-72.

#### MTM Examples

- Selecting, initiating, modifying, or administering medication therapy
  - Cost efficacy management
  - Resolving drug therapy problems with prescribers
- Monitoring/evaluating patient response
- Comprehensive medication reviews
- Providing education/training to patients
- Formulating medication treatment plans

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#### Who pays for MTM?

- State Medicaid/Other State Programs
- Medicare Part D plan sponsors
  - Prescription Drug Plans (PDPs) Medicare Advantage Prescription Drug Plans (MA-PDs)
- Employer groups
- Pharmaceutical Manufacturers
- Patients

#### Which patients may benefit?

- Polypharmacy patients
- Multiple pharmacies, multiple prescribers

  High drug cost patients
- High Complexity Medication Regimens
- High risk medication patients
- Transitions of care
- · Patients with numerous comorbidities
- · Any patient can benefit!

#### Patient Eligibility Notification

- Patients notified of eligibility for MTM services via health plan
  - EOB
  - MTM-specific member letter
- Additional education often necessary for patients to understand and accept service
- Local pharmacists play key role

#### Why are members interested in MTM?

- General medication questions
- Reduce drug costs
- Advice on avoiding adverse drug reactions
- Information on drug interactions
- Simplify dosing regimen
- Achieve therapeutic goals
- Interested in coordinated care

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#### Why should members want MTM?

- 4 of 5 Adults take a prescription, OTC, or herbal supplement daily. 1/3 of adults take >5
- · Over 3 billion prescriptions dispensed annually.
- 1.5 million preventable ADE's occur every year.
- Medication Nonadherence Costs Health Care System \$290 Billion Annually

#### Reasons Patients Decline MTM Services

- · No clear understanding of how MTM is different from:
  - What physicians do
  - What pharmacy services already cover
- Do not understand the value
- Time constraints
- Language barriers/health literacy





## Recruiting Eligible Patients Bag stuffers to promote MTM services Sample patient letter/brochure: MPhA (http://www.mpha.org/displaycommon.cfm?an=1&subarticlenbr=7) Flyers, posters, videos, brochures in waiting area Awareness can be promoted to coincide with monthly themed national awareness campaigns Health-related observances: http://www.healthfinder.gov/nho/nho.asp



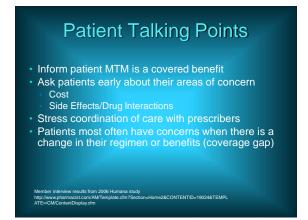












Patient Talking Points

Review benefits of MTM services

Organize your medications
Avoid drug complications
Understand generic and non-prescription drugs
Improve medication knowledge
Save money
Receive a list of medications to take to the pharmacy and future health-related appointments

Patient Talking Points

Ask open-ended questions
Eliminates the chance for patients to say "no"
Particularly as it related to the Comprehensive Medication Review (CMR)

Examples:
What day/time work best for you?
I have openings available on June 1st at 3 pm and June 2nd at 10 am. Which works best for you?

#### Service Delivery

- Deliver a remarkable service
  - Greet the patient (Smile!) Undivided attention make eye contact Organized take-away item
- Goal
  - Improving patient care and understanding
  - Keep patients engaged
  - Demonstrate the value of the pharmacist
  - Convert your patients to "apostles"

#### To get patients to refer you to others...

- At conclusion of Comprehensive Medication
  - Provide the following:
    - Master Medication List
    - **Medication Action Plan**
- · Patients have something tangible to remind them of the service and to show others
- Demonstrates value

#### Post-Test Q&A

- As defined within the Medicare Modernization Act of 2003 (MMA) MTM services are to be designed to do which of the following?
  - A. Enhance Enrollee understanding
  - B. Increase Enrollee adherence
  - C. Detect adverse drug events, and patterns of overuse and underuse of prescription medications
  - D. All of the Above

#### Post-Test Q&A

- Which of the following are considered to be common examples of MTM services?
  - A. Comprehensive Medication Review (CMR)
  - B. Adherence Counseling
  - C. Identification and resolution of cost savings opportunities for the patient.
  - D. All of the Above

#### Post-Test Q&A

- True/False: State Medicaid programs can incorporate MTM as a benefit to members?
  - A. True
  - B. False

#### Post-Test Q&A

- Which of the following are benefits the patient can experience by accepting MTM services by a pharmacist?
  - A. Adverse drug event avoidance
  - B. Increased understanding of Medication Therapy
  - C. Improved cost efficacy of medication therapy
  - D. All of the Above

# Post-Test Q&A • Which of the following strategies is not recommended when recruiting patients for MTM services? A. Explain the services are a benefit provided through their insurer B. Let the patient know you will be working collaboratively with their doctor to make appropriate changes when necessary. C. Ignore the patient's concerns and dismiss them as a patient who is uninterested in MTM services D. Use Open ended questions and make Eye Contact

