APPENDIX A: **Medication Therapy Management**

**Discussion Guide Draft**

1. Introduction (10 minutes)
   1. Format for the evening
   2. Expectations for participation – go over Participation Consent Information
   3. Tape recording of the session – speak slowly and articulate
   4. Housekeeping
   5. Roundtable introductions – give us 5 words that describe you
2. Perspective on their current drug therapy program (25 minutes)
   1. What do you think is the role of the physician?
   2. What do you think is the role of the pharmacist? Could he/she do more for you? If so, what would that be?
   3. Issues they have with the current system (how is it working for you?)
   4. If you could make it better, what would it look like?
   5. If it doesn’t come up…probe for issues with drug interactions and how their issues were resolved. Did they find that acceptable?
3. Reactions to the concept of MTM (10 minutes)
   1. When I say the words Medication Therapy Management, what thoughts come into your mind about what that might be?
   2. Does it sound like something that might address the issues you have with your current program?
   3. How would you go about learning more about it?
4. View the video with discussion (40 minutes)
   1. I’m going to introduce you to a relatively new concept called Medication Therapy Management. We’ll watch this 8 minute video and then discuss your reactions to it. (play video)
   2. What are your initial reactions to the video?
   3. After watching the video, what is your understanding of what MTM is? Is that valuable to you?
   4. What do you think the benefits are of MTM?
   5. What are some of the key points that stuck with you?
   6. What are the lingering questions you have about this program?
5. Reactions to MTM (15 minutes)
   1. Now that you know something about MTM, what are your reactions to the name? Like it, don’t like it? Why?
   2. Does it adequately describe what this program is? Why do you say that?
   3. If this service were not covered by insurance, would you pay for it out of your own pocket? Why?
6. How to reach our audience (15 minutes)
   1. What is the best way to get the MTM message across to the people we are trying to reach?
   2. What is the responsibility of the physician?
   3. What is the responsibility of the pharmacist?
   4. If you saw advertising in magazines or the TV would that make it more credible to you?
7. Thank participants for their time (5 minutes)
   1. Fill out demographics sheet
   2. Give them their debit cards

**Participation Consent Information – Medication Therapy Management Focus Group**

This document provides information to participate in the project titled, “Evaluation of a Consumer-generated Medication Therapy Management Marketing Plan.” The markit® marketing firm of Rochester, MN is facilitating this focus group session through a contract with the University of Minnesota College of Pharmacy. This project is funded by the Community Pharmacy Foundation.

**The following key points for participating in this project include:**

1. **The reason for the project**. The Community Pharmacy Foundation has awarded funding in the form of a grant to create a medication therapy management marketing plan that will provide guidance to my pharmacists to enhance these services within my pharmacy, or provide helpful information to assist with the implementation of these programs for my pharmacy’s customers. The benefit to consumers is greater confidence that medications are being used properly to get the best outcomes possible.

2. **The project procedures are as follows**: Volunteers have been invited by their pharmacist to join a focus group of about 8-12 participants. The focus group session is expected to last two hours. During the focus group, participants will be asked about current awareness and perceptions of Medication Therapy Management Services (MTMS). Potential marketing messages will be tested for their ability to communicate key aspects of the program. The focus group session may be audio recorded, although any audio tapes will be destroyed after they are transcribed.

3. **Participation will be confidential and will not be released in any individually identifiable form.** Your pharmacist has asked you to participate in this focus group session. Individuals at the University of Minnesota College of Pharmacy will not have access to any information that could link individuals to the care they receive or to participation in this focus group session. Any project reports that may be published will only describe the aggregated results of all individuals.

Participation in this project is entirely voluntary. In addition, individuals can withdraw from participation at any time without affecting your relationship with your pharmacist or the University of Minnesota. A small gift card will be provided to you in appreciation of your participation at the conclusion of the focus group session.

It is understood that questions may be asked at any time by contacting my pharmacist or by contacting markit® located at 320 South Broadway, Rochester, MN 55904, or by calling 507-529 9000. Questions can also be directed to personnel at the University of Minnesota by contacting Brian Isetts (at 612-624-2140) or Jon Schommer (at 612-626-9915).

Thank you.