



COMMUNITY PHARMACY FOUNDATION
COMPLETED GRANT SYNOPSIS

Implementation of a Marketing Strategy to Increase Patient Participation in Medication Therapy Management in a Community Setting

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Objectives	
<ol style="list-style-type: none"> 1) To determine whether implementing a marketing strategy focused on increasing patient awareness and knowledge by providing patients with informational packets would increase patient participation in a community Medication Therapy Management practice setting. 2) To determine whether the inclusion of a Primary Care Provider endorsed recruitment letter in the informational packet would further increase patient participation when compared to generic endorsement letters. 	
Methods	
Design	<ul style="list-style-type: none"> • Quasi-experimental, randomized, controlled study
Study endpoints	<ul style="list-style-type: none"> • Patient participation in clinical Medication Therapy Management services
Results	
<p>A total of 155 patients were enrolled in this study. The control group had 17% participation in MTM services (n=13) compared to a 33% participation (n=26) with the intervention group. The intervention group had a statistically significant (p=0.006) sixteen percent increase in patient participation. There was no statistical difference between using a generic recruitment letter versus a PCP endorsed letter.</p>	
Conclusion	
<p>Use of a marketing strategy which includes an informational packet sent to patients resulted in increased patient participation in community MTM. This increase in participation may be related to the increased awareness that these informational packets conveyed to patients.</p>	

For further information and/or materials on this grant, please visit www.CommunityPharmacyFoundation.org and submit your inquiry through **Contact_Us**.