PRACTICING OUTSIDE THE BOX:
MEDICATION SYNCHRONIZATION: INTEGRATION AND IMPLEMENTATION
SATURDAY/11:30AM-12:30PM

ACPE UAN: 0107-9999-16-036-L01-P  0.1 CEU/1 hr
Activity Type: Knowledge-Based

Learning Objectives for Pharmacists: Upon completion of this CPE activity participants should be able to:
1. Define medication synchronization
2. Describe how medication synchronization can positively impact pharmacy financials, quality performance measures and patient care
3. Describe how a medication synchronization program can promote a proactive instead of reactive workflow process in your pharmacy
4. Compare and contrast technology programs available for medication synchronization
5. Identify strategies that may be utilized when marketing a medication synchronization program to patients and prescribers

Speaker: Hashim Zaibak, PharmD
Hashim Zaibak started his career as a pharmacist in 1999 after graduating from the University of Illinois-Chicago. With over fifteen years of experience as a pharmacist, he has seen the industry from multiple vantage points. Hashim is the majority owner of Hayat Pharmacy in Milwaukee and runs six central city pharmacies. ‘Hayat’ is the Arabic word for ‘life’, which is symbolic for a medical organization that seeks to improve the lives of its clientele. Aside from Hashim’s experience, he is well known by his patients and organizations in the community as a helpful, educated medical counselor. He dedicates his time to giving health education presentations and showing his patients how to take their medications properly. As recognition of Hashim’s excellent service to the community, he was named the 2014 Pharmacist of the Year by Pharmacy Development Services and Health Mart’s 2014 Pharmacy of the Year.

Speaker Disclosure: Hashim Zaibak reports no actual or potential conflicts of interest in relation to this CPE activity. Off-label use of medications will not be discussed during this presentation.
Medication Synchronization: Integration and Implementation

Hashim Zaibak, PharmD
HAYAT Pharmacy

Hashim Zaibak, PharmD

- **Pharmacy**: Hayat Pharmacy
- **State**: Wisconsin
- **Pharmacy Services**: MTM, SMM, Delivery, Compounding, Specialty, Vaccination and Physician Supplies
- **Year Started Sync**: 2012
- **Patient's Enrolled**: 2000
Support

Thanks to Health Mart Systems, Inc. for their support in the form of an educational grant to CEI for the development of content of this presentation.

Speaker Disclosure

Hashim Zaibak is a Health Mart® pharmacy owner.

Hashim otherwise does not report any actual or potential conflicts of interest in relation to this continuing pharmacy education activity.

Off-label use of medications will not be discussed during this presentation.

CEI has taken appropriate action for conflict resolution, including external review by a non-conflicted peer reviewer.
Learning Objectives

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Med Sync & the Current Health Care Environment
Shift to Patient-Centric Health Care

- Moving away from solely a fee-for-service or product model
- Migrating to value-based reimbursement
- New value-based payment models continue to grow with payment based in part on quality measures

Key Pharmacy Quality Measures

Key pharmacy quality measures for pharmacies to focus on:

**Adherence: Proportion of Days Covered (PDC)**
3 PDCs: Statins, Non-Insulin Diabetic Medications, Hypertension

**Alternative Therapy**
Use of High-Risk Medications in the Elderly

**Comprehensive Medication Review**
2016: New full measure

**Statin Use in Diabetes**
2017: Display measure
Who has a medication synchronization program currently in their pharmacy?

Med Sync:
An Introduction
What Is Medication Synchronization (Med Sync)?

A proactive patient-centered approach that aligns all of a patient’s refills to a single “appointment” date each month

Better for patients, pharmacy teams and owners!

FROM: Patient-Driven Workflow (Reactive)
TO: Pharmacy-Driven Workflow (Proactive)

Benefits of Med Sync

- Streamline Operations
- Improve Financials
- Enhance Clinical Performance
Incremental Script Lift with Med Sync

<table>
<thead>
<tr>
<th>Variables</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patients improve adherence</td>
<td>100</td>
</tr>
<tr>
<td>Average number of chronic disease state Rx per patient</td>
<td>4.65</td>
</tr>
<tr>
<td>Expected Rx fills for one month for average patients</td>
<td>465</td>
</tr>
<tr>
<td>Number of months of refills/year for nonadherent patients</td>
<td>7.4</td>
</tr>
<tr>
<td>Number of months of refills/year for adherent patients</td>
<td>10.9</td>
</tr>
<tr>
<td>Expected increase in Rx fills per year: adherent vs. nonadherent</td>
<td>1,628</td>
</tr>
<tr>
<td>Average retail cost per Rx</td>
<td>$56</td>
</tr>
<tr>
<td>Expected revenue increase/year</td>
<td>$91,140</td>
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Med Sync: Synchronization Process
The Medication Synchronization Process

1. Patient ID & Recruitment: Identification

- Who is eligible?
  - Patients with 2 or more maintenance medications
- Which patients to target initially to increase comfort level
  - Patients with 3–5 medications
- Other considerations
1. Patient ID & Recruitment:
   Recruitment

Goal: Offer med sync to at least 5 patients a day

Methods of recruitment
1. In person
2. Via phone
3. External recruitment

Key Tip: When offering med sync, ensure updated contact info is collected

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Talking points for patient recruitment

Key Talking Points

- "Would you like to pick up (or have delivered) all of your medications for the month at once?"
- "We offer a service where you are able to pick up all of your medications once monthly; this will allow you to avoid multiple trips to the pharmacy each month. Can I get you set up now?"

Avoid These Phrases

- "Do you want to enroll in our new medication synchronization program?"
- "Do you want to enroll in our new pharmacy program?"
2. Selection of Medication

What to include?

• Medications taken consistently by patient
• Avoid medications with frequent dose changes
• Address with the patient how you will handle filling of PRN or “as needed” medications
• Avoid most controlled medications

3. Alignment:

Select the sync interval

• 30 or 90 days depending on patient/pharmacy preference
3. **Alignment**: Complete short fills

- Dispense adjusted smaller quantity of meds (short fill) to get to sync date
- Communicate schedule to patient or caregiver
- **Note that patient is enrolled in med sync in pharmacy-management system**

4. **The Appointment**

- How long will the appointment last?
  - Could be only <5 minutes (uncomplicated) or up to an hour if completing CMR
- What should be discussed?
  - Leverage motivational interviewing and use open ended questions
  - Explain exceptions or changes
  - Remind patient about next sync date
5. Maintenance

Days before appointment

Appointment

Day 10
Prep

Day 5
Fill

Day 7
Call Patient

Day 2
Call Patient Reminder

Implementation:
Program Options
### Pharmacy Options for Med Sync Programs

<table>
<thead>
<tr>
<th>Paper-Based</th>
<th>Technology</th>
</tr>
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<tbody>
<tr>
<td>- Low cost</td>
<td>- Increases efficiency</td>
</tr>
<tr>
<td>- Can be as low as $30 for binder, file folders and sheet protectors¹</td>
<td>- 35% higher enrollment rate than manual sync²</td>
</tr>
<tr>
<td>- Works for self-starters</td>
<td>- Integrates with MTM vendors</td>
</tr>
<tr>
<td>- Manual workflow</td>
<td>- Potentially an additional expense</td>
</tr>
<tr>
<td>- Limited options to scale</td>
<td>- System training</td>
</tr>
<tr>
<td>- Smaller efficiency gains</td>
<td></td>
</tr>
</tbody>
</table>

**PROS**

- Integrates with MTM vendors

**CONS**

- Potentially an additional expense
- System training

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### Pharmacy Options for Med Sync Programs

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<tbody>
<tr>
<td>• NCPA: Simplify My Meds®</td>
<td>• Star Wellness - PrescribeWellness</td>
</tr>
<tr>
<td>• APhA Foundation Appointment-Based Model Implementation Guide</td>
<td>• Time My Meds® - Ateb</td>
</tr>
<tr>
<td>• “Do it yourself”</td>
<td>• Pharmacy management system solutions</td>
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</table>
**Implementation:**
Keys for Sync Success

**Operational**

- Set a realistic goal
  - Key benefits kick in around 100 patients
  - Ideally after first 30 days cycle
- Engage all staff
  - Pharmacy must have sync champion but everyone plays a role
  - “Thank you’s”, consider contests or staff incentives
  - Recognize achievement of sync goals
- Leverage technology to realize the most efficiencies
Marketing

• Patients
  • Leverage bag stuffers, in-store signage, etc.
  • Ask if they have any family or friends who would also benefit from sync

• Prescribers
  • Alert them to existing patients benefiting from sync
  • Leverage clinical benefits, time savings for physician office and patient
  • Ask for referrals

• Community
  • Nursing homes, LTC, assisted-living facilities
  • Employer groups
  • Alert local media

Key Takeaways

• Med sync has operational, financial, and clinical benefits
• 5 key steps to med sync process
• Engage the entire team
Questions?