

Improving Awareness of Enhanced Pharmacy Services Among South Dakotans with Diabetes and Cardiovascular Disease: A Quality Improvement Innovation Project

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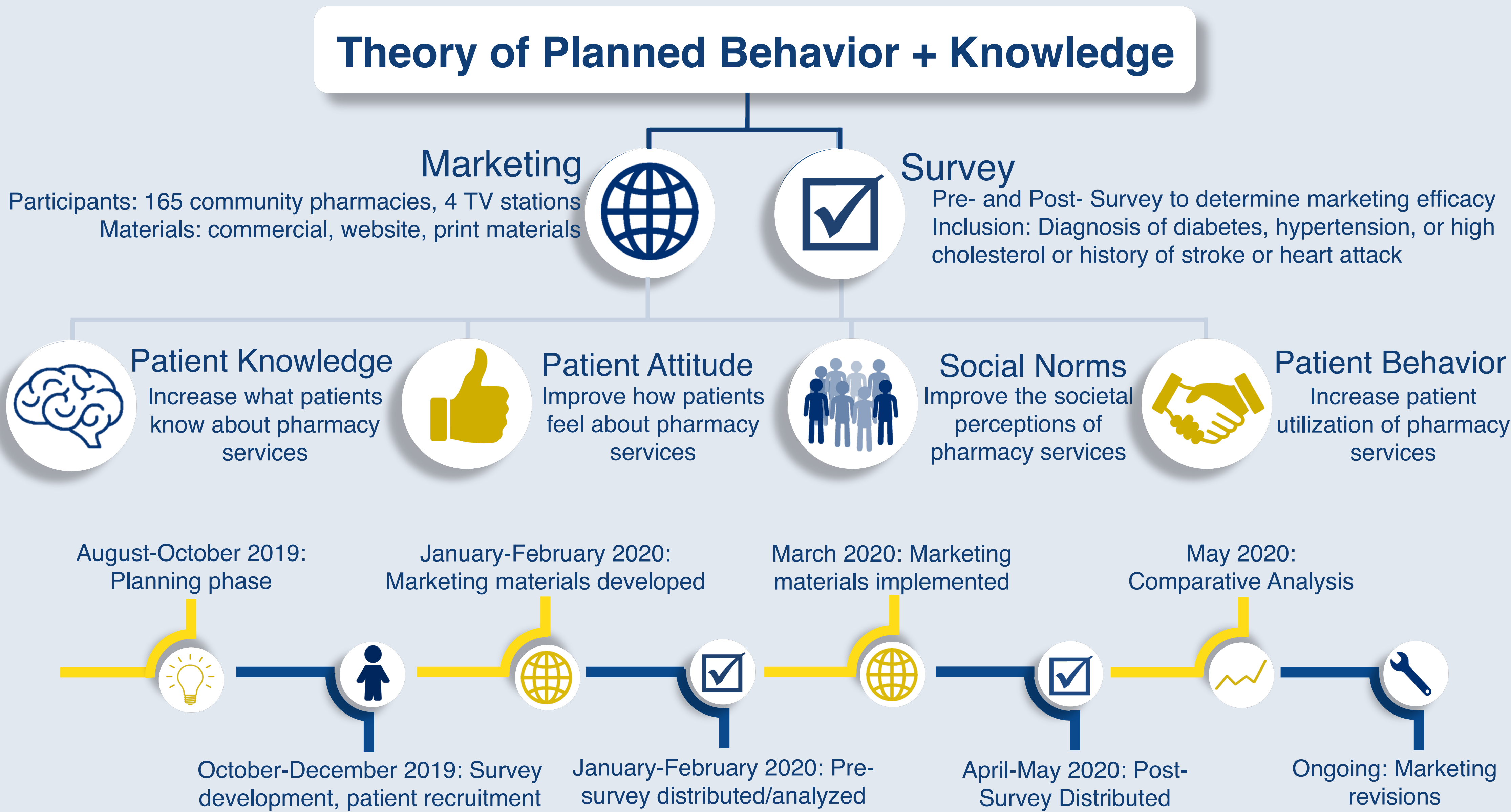
INTRODUCTION

- There is an area of need for medically underserved patients with diabetes and cardiovascular disease in South Dakota largely due to limited access to health care services.¹
- Pharmacy services in South Dakota:
 - Medication Therapy Management (MTM)
 - Disease state education
 - Adherence tools
 - Cost-lowering efforts
 - Immunizations
- Patients are unaware of many pharmacy services but express that these services would be beneficial to their health. They want to know more about these services and utilize them.²
 - Identified in year 1 of a 5-year CDC 1815 project
- An increase in awareness of pharmacy-based services offered across the state is needed.
 - Sets the stage for year 2 of the 5- year CDC 1815 project

OBJECTIVES

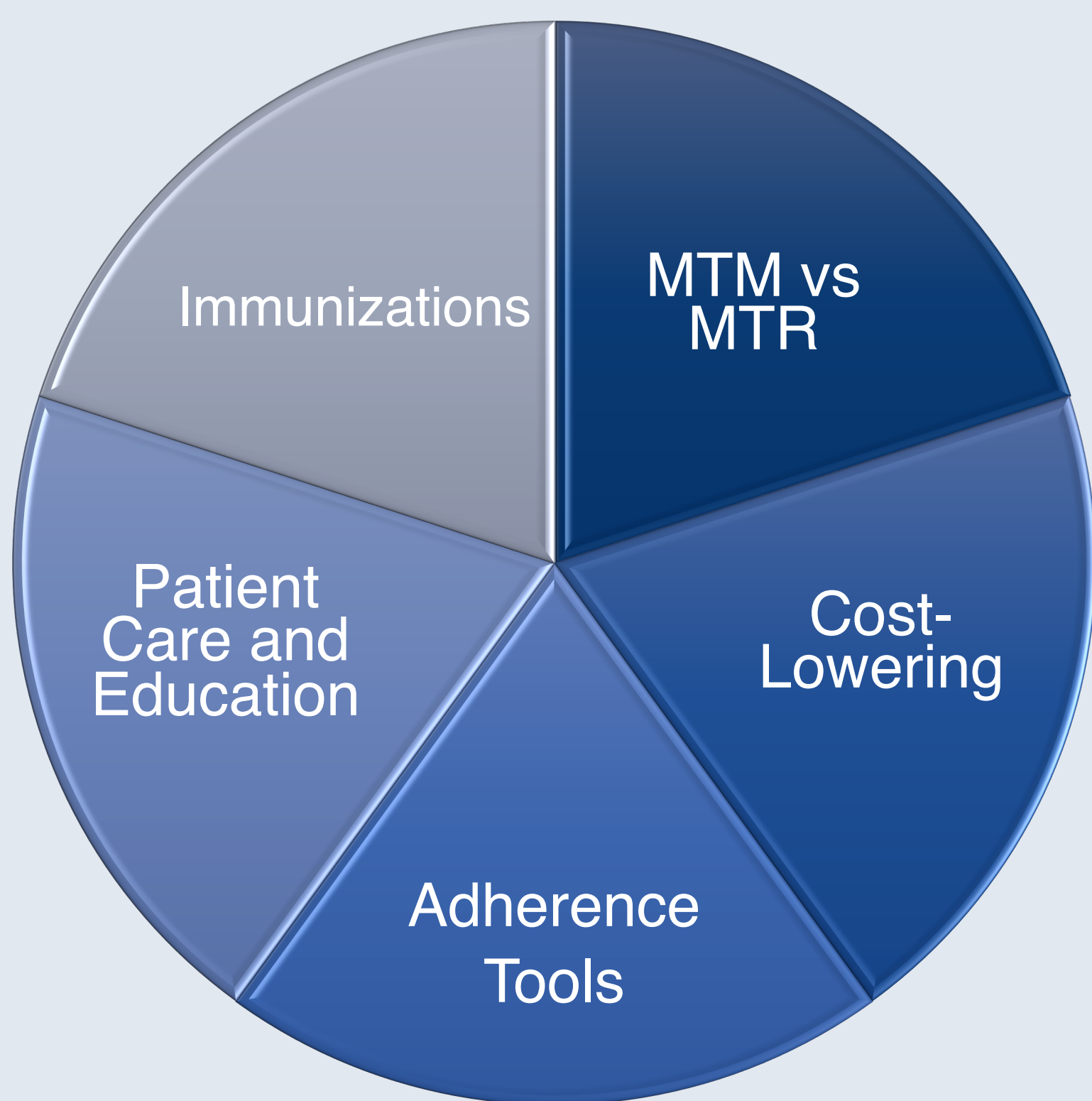
- Primary:**
- Enhancement of patients’ knowledge, attitude, social norms, and behavioral control regarding expanded pharmacy services
- Secondary:**
- Assess the effectiveness of an expanded pharmacy services statewide patient awareness campaign on educating patients with diabetes and cardiovascular disease
 - Determine which marketing method is more effective in educating patients on expanded pharmacy services

METHODS



RESULTS

Educational Themes for Marketing



Specific teaching points from each theme included items such as description, examples, programs, strategies, benefits, and personal stories.

Demographics (n=162)

Age in years, Mean (SD)	63.5 (11.0)
Race, n (%)	
Non-Hispanic White	148 (91.4)
Black	7 (4.3)
American Indian/Alaska Native	7 (4.3)
Education, n (%)	
Associate's degree or higher	99 (61)
Live in a city (≥ 50,000 people), n (%)	113 (69.5%)
Has health insurance, n (%)	145 (89.5)
Chronic illnesses, n (%)	
Diabetes	76 (49.5)
Hypertension	86 (53.1)
Hypercholesterolemia	43 (26.5)

Baseline Data

Variable	Mean (SD)
Awareness of pharmacy services, 16 points	4.4 (2.8)
Attitude towards pharmacy services, 70 points	45.2 (4.5)
Social norms of pharmacy services, 70 points	42.9 (4.2)
Perceived control of using pharmacy services, 70 points	42.9 (3.4)

DISCUSSION

Current Implications:

- Careful consideration of marketing development is necessary to ensure holistic patient education
- South Dakotans’ current state of education on expanded pharmacy services is limited

Next steps:

- Post-marketing survey will be distributed
 - Survey data will be analyzed to determine effectiveness of marketing materials
- Marketing materials will be maintained and changed according to data analysis
 - Marketing will continue through the website and posters

External application:

- Following survey analysis, can determine which marketing materials may be most effective in a patient awareness campaign
 - Can be applied to future campaigns

Long-term goal:

- Increase utilization of expanded pharmacy services by patients diagnosed with diabetes and/or cardiovascular disease to improve overall patient health
 - Year 3 of this project will focus on utilization

Lessons Learned

- Collaborative projects add additional layers:
 - Logistical
 - Administrative

ACKNOWLEDGEMENTS

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