



KNOW Initiative

The focus of the Kentucky Know Your Pharmacist Know Your Medicine initiative purpose is to increase awareness in the community about pharmacist and what Complete Medication Therapy Management (MTM) includes and the importance. The goal of this initiative is pledging to increase awareness about pharmacists and medication in the community by 1 million people by 2017. The Know Your Pharmacist Know Your Medicine initiative resources are located at www.kphanet.org/knowyourpharmacist. Complete MTM is a service provided by an experienced pharmacist that goes beyond traditional medication consultation. MTM services include a confidential appointment that provides a one-on-one review of all medications and health conditions. This education can reduce Adverse Drug Events (ADEs) and Potential Adverse Drug Events (pADEs) effectively, improve communication between health care providers, improve quality of care, decrease readmissions and save lives.

Partners

Kentucky Pharmacists Association	University of Louisville Polypharmacy Initiative
Kentucky Department of Public Health	Sullivan University College of Pharmacy
Kentucky Safety Prevention and Alignment Network	University of Kentucky College of Pharmacy

Statistics

Unfortunately, improper medication use costs our nation an estimated \$290 billion annually in total direct and indirect health care costs. In the state of Kentucky in 2013, there are 4.3 million residents and \$7.5 billion spent on medication-related problems alone.

Goal

The goal of this initiative is to increase MTM awareness to 1 million people by 2017. The local pharmacist will show commitment, spread and sustainability in the community by supporting the pledge and the commitment within the pledge. Each pledge has 1 to 3 small commitments specific to the discipline type pledging as listed on page 2 (e.g. patient, pharmacist, healthcare provider).

There will be 15 billboards posted for this initiative broadly across Kentucky. The effectiveness of the billboards will be measured against the baseline 2014 county ranking statistics for Kentucky to the 2015 county rankings. The map is a guide to show improvement, spread and stability of the project.

Learning and action events, patient education radio station, patient reenactment scenarios, outreach to targeted audiences in their environment and webinar presentations will provide needed education to target audiences based on the county ranking map provided.

Partners listed above, will be sharing toolkits/educational materials to providers/health care providers, pharmacists and patients in the community. These partners will be tracking and reporting results to Health Care Excel, the Medicare Quality Improvement Organization, (QIO). The Know initiative materials will be also be available electronically and on disc.



The Public	<p>Talk to your doctor/pharmacist if you have any questions or concerns about your medications, and follow their instructions.</p> <p>Find out what medication therapy management is and why it is important.</p> <p>Find out what your pharmacist does and more importantly, what your pharmacist can do for YOU!</p>
Pharmacists	<p>Discuss medications with patients and families when applicable, and actively engage in counseling to improve medication education and adherence.</p> <p>Offer medication and disease specific medication educational resources.</p> <p>Provide <i>visible</i> and <i>inviting</i> signs about medication education related to diet and/or disease education – Come see your pharmacist. (See toolkit for examples).</p>
Physicians/Healthcare Providers	<p>Measure performance of ABCS’.</p> <p>Ask your patient about knowledge of additional medication and disease education provided by the pharmacist (brochures available in Know toolkit if requested).</p> <p>Continue strengthening the interdisciplinary team skills in medication adherence and behavior change team meetings.</p>
Retailers	<p>Post ABCS’ and KNOW initiative education materials in retail clinic settings.</p>
Healthcare Delivery	<p>Share the importance of medication education and adherence to healthcare professionals, patients and the community.</p>
Insurers	<p>Collect and share data for quality improvement.</p> <p>Improve public awareness through education.</p>
Faith Groups and Communities	<p>Start a conversation about the importance of medication and disease education and health.</p> <p>Provide the Know initiative toolkit and resources to congregations and other community members.</p> <p>Build a network to support and monitor individuals’ success in achieving medication education and adherence.</p>
Advocacy and Support Groups	<p>Monitor whether progress is being spread and sustained.</p> <p>Drive awareness and support for the Know initiative and the goal.</p>
Foundations	<p>Support consumer and provider outreach and education and offer project-based resources by convening partner coalitions.</p>
Government	<p>Support community transformation through grants and test new models of care and payment.</p> <p>Allow for provider status for pharmacists in Kentucky.</p>