So Simple, So Hard:
Taking Medication as Directed

Medication adherence strategies to improve health outcomes and reduce health disparities

An AHRQ sponsored conference
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Campaign Overview

Objective

- Raise awareness of the importance of taking medication as directed

Target Audiences

- Patients with chronic conditions – respiratory, cardiovascular, diabetes
- Family caregivers
- Healthcare professionals

Scope

- National
- 6 pilot cities
- 130+ Committed Partners
- 3 year+ campaign, launched May 2011
Resources & Tools

Website

Wallet Cards
Adherence Overviews

Posters
Door Hangers
Target Markets

Baltimore, Birmingham, Cincinnati, Raleigh, Providence, Sacramento
Campaign Reach

12 million
Consumers have interacted with Script Your Future.

50,000
Health care professionals introduced to the campaign.

350 million
Media impressions since 2011.

60,000
Patients provided with direct counseling.

1,000 +
Events hosted nationwide.

135
Committed Partners, plus more than 200 organizations represented in the local coalitions.
Campaign Impact

1 in 5 of those taking medications report managing their medications better than the previous year.

1 in 3 of those taking medications for a chronic condition report doing a better job of taking their medications as directed than the previous year.

1 in 6 patients say communication with doctors about medications has increased.
The Campaign’s Impact

Everything *Script Your Future* and St. Vincent de Paul Charitable Pharmacy have done for me and continue to do for me has literally kept me alive. Had they not helped me get back on track with my medication, I wouldn’t be here today.

Charles | Cincinnati | Diabetes Patient

Using the *Script Your Future* wallet card and pill boxes to organize my medicines made it possible for family members to keep track of my dosages and times, helping me recover safely and take my medication correctly.

Barbara | Sacramento | Discharged Hospital Patient

I asked her if she loved her children. She replied with the obvious answer: ‘Yes!’ I explained that if she did not take her medications, she may not be around for her children. As excuses turned to tears, she began to realize that medication adherence would improve her health and wellness—and help her be there for her family.

Gladimir | Baltimore | Pharmacy Student
What You Can Do

• Engage in the meeting!
• Disseminate conference information
• Fill out and turn in your evaluation
• Tweet! - Tweet during the conference
  – Follow @IWillTakeMyMeds and @ScriptYourFutureCA
  – Use hashtag #TakeThePledge
Script Your Future

A Campaign of the National Consumers League

www.ScriptYourFuture.org

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@ScriptYourFutureCa
#TakeThePledge