


NCPiE Consumer Medicine Information Initiative: Implementation Committee


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Implementation Cmte. Members

- American Society for Automation in Pharmacy
- Catalina Marketing
- Merck Research Labs
- National Community Pharmacists Assn.
- National Assn. of Boards of Pharmacy
- National Assn. of Chain Drug Stores




NCPiE CMI Initiative




Implementation Cmte. Mission

- Provide coordination & feedback, and monitor progress, re: meeting 2006 goals
- Coordinate work of and provide feedback to other NCPiE CMI committees:
- For Educ. Cmte., assess how well private sector is responding to their targeted campaigns
- For Criteria Cmte., alert them to real or potential roadblocks; assess success of real-world implementation




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Implementation Cmte. & FDA

- FDA's input, expertise needed and valued
- Cmte.'s work must be faithful to process envisioned by Keystone, and to FDA's scoring system used to assess success at end of 2006



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Proposed CMI Research

- Coordinate Criteria Cmte.'s research on consumer reaction and impact of various formats of CMI leaflets
- Survey research to measure private sector's progress
- Address alternative CMI methods to provide "useful" information to low-literate populations



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Implementation Cmte. Coordinating Functions

- Provide feedback to CMI developers on whether their products meet criteria
- Develop prototype CMI leaflets
- Work closely with FDA to assure that definition of "useful" is universally accepted by all parties



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Implementation Cmte. Process

- Adopt a "systems analysis"
- Use a quality assurance model to provide continuous feedback
- Committee membership will reflect all relevant CMI stakeholders, including representatives of the Criteria & Education Committees



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