

NCPIC Consumer Medicine Information Initiative: Education Committee

July 31, 2003
FDA Public Meeting, Washington, DC

Presented on behalf of NCPIC
by Susan C. Winckler, R.Ph., JD
American Pharmacists Association





Education Committee Members

- American Pharmacists Association
- First DataBank
- National Assn. of Boards of Pharmacy
- National Assn. of Chain Drug Stores
- Peter Lamy Center, University of Maryland

 NCPIC CMI Initiative 



Education Committee Roles

- Develop messages / programs that:
 - (1) raise awareness of Keystone criteria;
 - (2) motivate audiences to achieve Year 2006 goals
- Build / nurture lines of communication among parties responsible for incorporating criteria

 NCPIC CMI Initiative 

Educational Outreach: Topics

- Publicizing criteria to appropriate audiences
- Significance of implementing the criteria
- How private sector must adapt to meet Year 2006 targets

 NCPIC CMI Initiative 

03N-0168

TS 9

Educational Outreach: Audiences

- CMI data vendors
- System integrators
- Purchasing managers at pharmacies
- Pharmacists
- Other health care professionals
- Pharmaceutical manufacturers
- Public



NCPIE CMI Initiative



Educational Outreach

- Gradual phase-in of various campaign elements through 2006:
 - (1) Early phase: CMI vendors, system integrators, purchasing managers
 - (2) Subsequent phases: health care professionals, Rx industry, consumers
- Each organization in NCPIE CMI Initiative responsible for conducting campaigns to their own constituencies



NCPIE CMI Initiative



The CMI Challenge

"Making written information useful is one challenge, encouraging consumers to actually use it is another"

APHA, July 2003



NCPIE CMI Initiative



NCPIE's "Talk About Prescriptions" Month

- Supported by APHA and other NCPIE coalition members
- CMI Initiative to be fully integrated into future "TAP" observance



NCPIE CMI Initiative



Communication Among CMI Stakeholders

- CMI website:
 - (1) Initially designed for internal stakeholders
 - (2) Later, for use by consumers
- CMI assessment guide (National Assn. of Chain Drug Stores)



NCPIE CMI Initiative



Communication Among CMI Stakeholders (cont.)

- Generic CMI articles written by NCPIE for broad distribution
- Intend for them to be reproduced in stakeholders' own publications (print and electronic)
- Will be posted on dedicated CMI website



NCPIE CMI Initiative



Communication Among CMI Stakeholders (cont.)

- NACDS Pharmacy Conference, Aug. 2003
- American Society for Automation in Pharmacy (representing the "system integrators"), Sept. 2003
- NCPIE national medicine information conference, Dec. 2003
- CMI Stakeholders including the FDA are invited and/or already confirmed to present



NCPIE CMI Initiative



Summary

- CMI messages lend themselves perfectly to basic educational campaign elements
- Education Committee's role will evolve: take cues from Criteria & Implementation Committees
- While educational outreach is not required in PL 104-180, it is essential to success



NCPIE CMI Initiative

