Enhancing the Quality and Usefulness of Written Prescription Patient Information

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July 31, 2003

Chain Community Pharmacy

- Almost 35,000 chain community retail pharmacies (about 56,000 total)
- Primary providers of outpatient prescription medications – about 70 percent of 3.1 billion Rxs
- Employ over 100,000 pharmacists

Perspectives on Patient Information

- Build on progress made to date by private sector
- Reinforce, not replace, physician and pharmacist counseling
- Provide balance, be practical for patients
- Take advantage of new technologies to provide patient information
- Distribution and printing must be incorporated into pharmacy workflow systems to assure efficiency

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Written Patient Information Flow
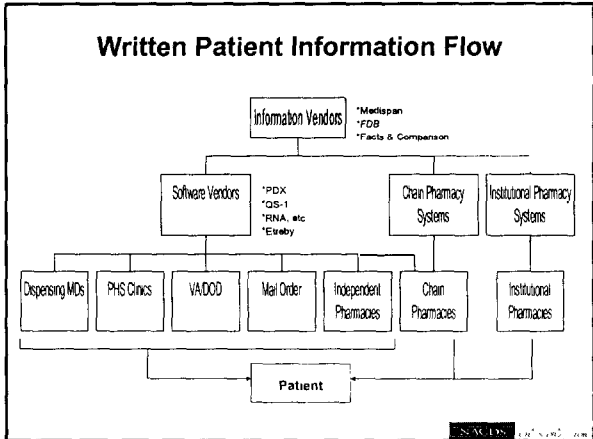
Reaching the 2006 Goal

- Challenges to Achievement:
  - Inclusion of all outpatient practice sites
  - Subjective vs. objective criteria of "useful"
  - Consideration that many Americans speak different languages or have literacy or other disabilities (i.e. visually impaired)
  - Integration into existing pharmacy software systems
  - Flexibility to custom-tailor information, if necessary and appropriate
  - Consider new technologies that might become available to reach patients.

Reaching the 2006 Goals

- **Database Companies**
  - Keystone-compliant information
- **Software Vendors**
  - Educate about importance of keeping information from database companies intact
- **Pharmacies**
  - Emphasis on Providing Keystone Information
  - Self Assessment Tools (NACDS Created)
  - CE programs (i.e. NACDS Pharmacy Conference)

Reaching the 2006 Goals

- **FDA**
  - Help perform interim study
  - Work with database companies on producing information in other languages
- **Consumers**
  - Provide feedback to pharmacies about quality of information
  - Help to determine what is useful
  - Help to reach underserved populations

Reaching the 2006 Goals

- **Private Sector "Coordinating" Group**
  - No one group helped to move original Keystone Report "along".
  - Organized by NCPIE, would include consumer groups
  - May help to assess written information developed by database companies (i.e. Svarstad process)
  - Regularly interact with FDA and providers to keep moving "on track"

Conclusion

- **Key Decisions to Make**
  - What is "useful"
  - What is the Rx "denominator?"
  - How much info should be provided?
  - How can we assure smooth workflow in the prescription delivery process
  - How do we maintain momentum toward 2006?

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