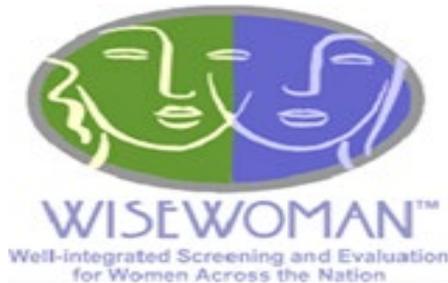


Engaging Connecticut Pharmacies in a Screening and Referral Program to Promote Women's Health



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Outline

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Objectives of Presentation

- To describe the development and implementation of a new academic detailing program by pharmacists to pharmacists in the promotion of women's health.
- To evaluate the current status of this program and how it is being modified due to COVID 19 restrictions and practice-related challenges.

CEDPP

- The Connecticut Early Detection and Prevention Program (CEDPP) is a combination of the Connecticut Breast and Cervical Cancer Early Detection Program (CBCCEDP) and the Well- Integrated Screening and Evaluation for WOMen Across the Nation (WISEWOMAN). These free programs provide comprehensive screening and other prevention services available throughout Connecticut for medically underserved women.
- The primary objective of the program is to significantly increase the number of women who receive cardiovascular, breast and cervical cancer screening, diagnostic, and treatment referral services.

Need for CEDPP AD Program

- Health disparities exist among women who are low income, underinsured, and/or uninsured. This may be due to a lack of access to prevention services.
- Many clinicians lack awareness of the CEDPP programs and unable to offer such opportunities to their patients.
- There is limited data on the role of pharmacists in aiding the screening and referral of vulnerable populations to participate in public health programs targeted to promote preventive health services and reduce morbidity and mortality.

Objective of CEDPPAD Program

- To determine if pharmacists, pharmacies, and University-based academic detailing (AD) support can increase referrals into a free public health prevention program for vulnerable populations.

Description of CEDPP AD Program

- Developed an evidence-based AD training program for pharmacists that targets community pharmacists, through 1:1 educational support and behavior change techniques, to regularly screen and refer women to the Connecticut Early Detection and Prevention Program (CEDPP).
- AD Consultant, Dr. Amanda Kennedy, provided support on pharmacist training.

Description of CEDPP AD Program (Cont.)

- Trained 5 pharmacists on AD to have 3 brief visits (20 min each) with community pharmacists and use an action plan/checklist to ensure key concepts and follow-up points are made across visits.
- Community pharmacists can receive 0.1 credit of continuing education credit for the 3 visits. Pharmacists are also eligible for a referral fee if they successfully refer individuals to the CEDPP sites.

CEDPP AD Structure & Process

- Materials
 - CEDPP Letter to Pharmacy Owner or Manager
 - CEDPP Promotional Poster
 - CEDPP Factsheet
 - CEDPP Patient Referral Form & CEDPP Eligibility Criteria
 - CEDPP Referral Tracker File
 - Continuing Education (CE) instructions (Not given to pharmacist until the last visit)
 - CEDPP Academic Detailing Action Plan
 - CEDPP Flash Drive

CEDPP AD Structure & Process

- UCONN SOP offered assistance with scheduling
- Visits- Suggested 15-25 minutes/visit
- Visit 1 (could be longer than other visits):
 - Provide CEDPP Letter to Pharmacy Owner/Manager
 - Do not give CEDPP Evaluation until last visit
 - Do not need to cover all objectives during this visit
 - Review target goals
 - If interest, schedule for Visit 2, introduce topics for next visit, discuss focus of future visits, obtain contact information
 - Follow up with pharmacist before Visit 2 to confirm interest

CEDPP AD Structure & Process

- Visit 2 :
 - Aim for all objectives to be completed
 - Ensure to explain the processes to receive referral incentives- faxing CEDPP Patient Referral Form to the CEDPP site and Confirm with navigator of receipt
 - Send CEDPP Referral Tracker File to UCONN SOP
 - Pharmacies should keep faxed Referral Forms in folder at pharmacy for later retrieval by UCONN SOP
 - Referral fees will be sent to Pharmacy based on tracker
 - Rate achievement of target goals
 - Discuss follow-up plan and continued support of program
 - Schedule Visit 3 if necessary
 - If last visit, provide form with CE Instructions

CEDPP AD Structure & Process

- Visit 3 :
 - All objectives to be completed
 - Rate achievement of target goals
 - Provide CE Instructions
- Whether Visit 2 or 3, Action Plan sent to UCONN SOP when completed.

Action Plan

Pharmacist CEDPP Academic Detailing Action Plan

Prescriber/ Pharmacist: _____

Academic Detailer Name (Print): _____ Academic Detailer (Signature): _____

Learning Objectives:

1. Discuss the benefits of the Connecticut Early Detection and Prevention Program (CEDPP).
2. Describe the eligibility criteria for participation in the CEDPP.
3. Describe a screening and referral process for identifying eligible participants of the CEDPP.
4. Identify the presence individual and pharmacy-level facilitators and barriers to the screening and referral by pharmacists of participants for the CEDPP.
5. Outline an action plan to begin and sustain screening and referral to the CEDPP by pharmacists.

To achieve Learning Objective 1 (using CEDPP Factsheet):

(check the appropriate box (V1 or V2 or V3) if the information is covered during Visit 1 or Visit 2 or Visit 3)

- | | |
|---|---|
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | CEDPP includes CBCCEDP (Connecticut Breast and Cervical Cancer Early Detection Program) and WISEWOMAN (Well-Integrated Screening and Evaluation of Women Across the Nation) programs. |
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | CEDPP aims to significantly increase the number of women who receive cardiovascular, breast, and cervical cancer screening, diagnostic, and treatment referral services. |
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | Services free of charge to women eligible for the program. |
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | WISEWOMAN is a Centers for Disease Control (CDC)-sponsored program designed to help women 40-64 to reduce their risk for heart disease and promote a heart-healthy lifestyle. |
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | Connecticut's WISEWOMAN is administered by the Department of Public Health (DPH) helps women found to be at risk for cardiovascular disease opportunities to participate in lifestyle-modification programs including interventions to improve nutrition, physical activity, and medication management. |
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | WISEWOMAN participants receive a clinical breast exam, pap test, mammogram, and screening for cardiovascular disease (monitoring of height, weight, blood pressure, cholesterol, and blood glucose testing). |

To achieve Learning Objective 2 (using CEDPP Eligibility Criteria):

- | | |
|---|--|
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | Identification of CEDPP eligibility criteria to be used in pharmacy screening process. |
|---|--|

To achieve Learning Objective 3 (using CEDPP Patient Referral form and CEDPP Referral Tracker):

- | | |
|---|---|
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | Review and identify the use of the CEDPP Patient Referral form to be used in the pharmacy workflow. |
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | Review and identify the use of CEDPP Referral Tracker file to track screenings and referral requests. |

To achieve Learning Objective 4 (using CEDPP CE Submission Instruction form):

- | | |
|---|---|
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | Identify the facilitators and barriers to the proposed screening and referral process to identify new CEDPP participants. |
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | Describe the use of the faxed referral forms as documentation for referral incentives. |
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | Describe the process to receive referral incentives from UConn. |
| <input type="checkbox"/> V1 <input type="checkbox"/> V2 <input type="checkbox"/> V3 | Describe the process of receiving 1 hour of LIVE CEU credit for the 3 brief visits. |

Action Plan (Cont.)

V1 V2 V3 Identify goals for pharmacists to begin screening and referral procedures.

- Goal 1: The pharmacy will post flyers promoting CEDPP programs by Visit 2.
- Goal 2: The pharmacy will develop an integrated screening and referral procedures into work flow by Visit 2.
- Goal 3: The pharmacy will aim to spend 30 min to 1 hour every week to identify women potentially eligible for the WISEWOMAN program.
- Goal 4: The pharmacy will aim to refer at least 2-3 women per week to the WISEWOMAN program.
- Goal 5: The pharmacy will send the CEDPP Referral Tracker to mi.phan@uconn.edu after every referral.

Other Goals:

Goal 6:

Goal 7:

Goal 8:

To achieve Learning Objective 5:

V1 V2 V3 Introduce topics for future visits: review goals of visits and discuss focus of future visits to follow-up on screening and referral process and its implementation.

V1 V2 V3 Facilitators of CEDPP Screening and Referral Program for Pharmacists:

V1 V2 V3 Barriers of CEDPP Screening and Referral Program for Pharmacists:

Action Plan (Cont.)

Visit 1	Time Visit 1 started: _____ Time Ended: _____ Date: _____ Date and Time of Next Visit (Visit 2): _____
Visit 2	Time Visit 2 started: _____ Time Ended: _____ Date: _____ Date and Time of Next Visit (Visit 3): _____
Visit 3	Time Visit 3 started: _____ Time Ended: _____ Date: _____

Rate the achievement of Target Goals (Met = Met Goal, Part = Partially Met Goal, NS = Not Started goal, N/A = Not Applicable)

	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Visit 2	Met Part NS N/A				
Visit 3	Met Part NS N/A				

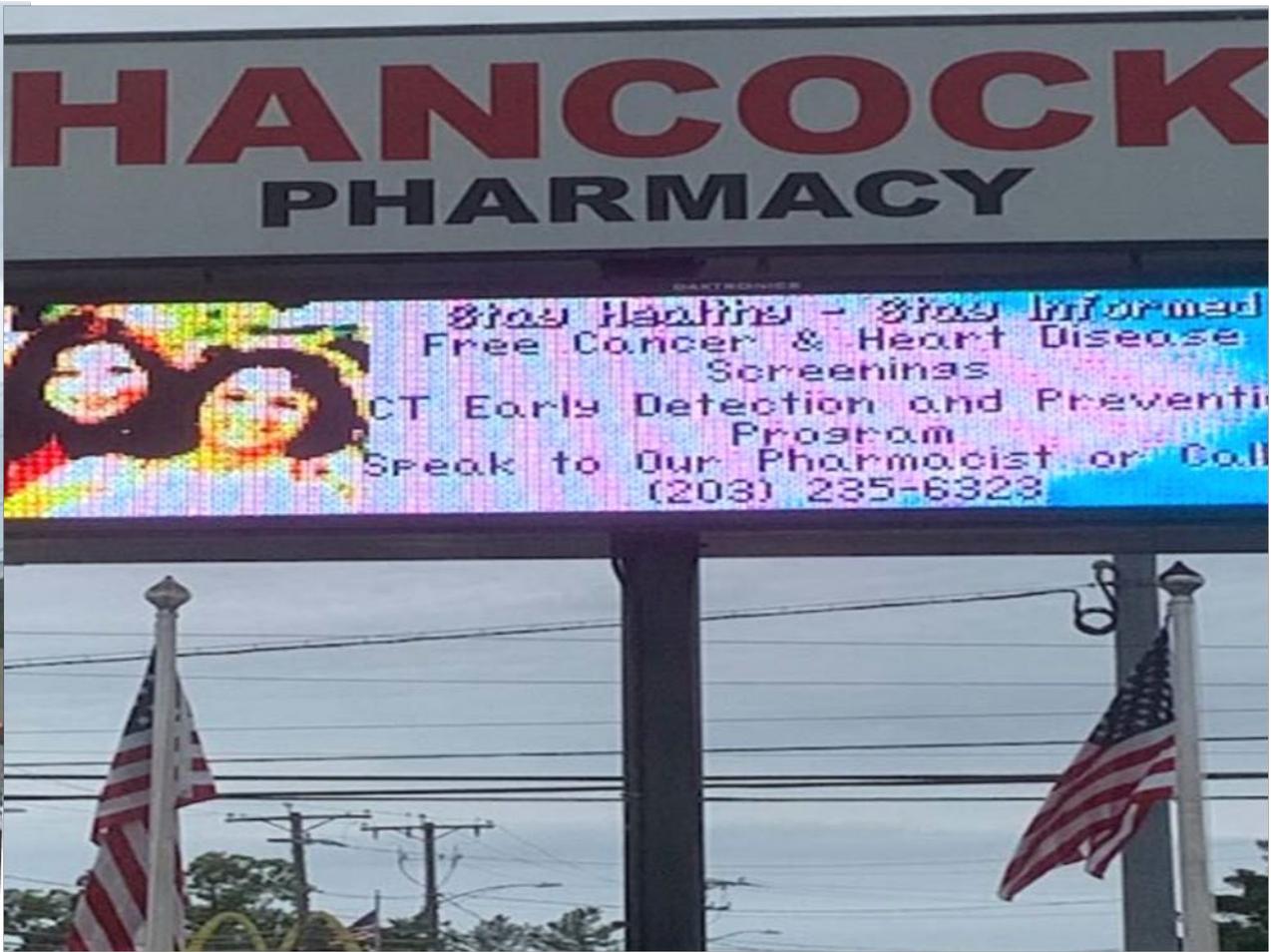
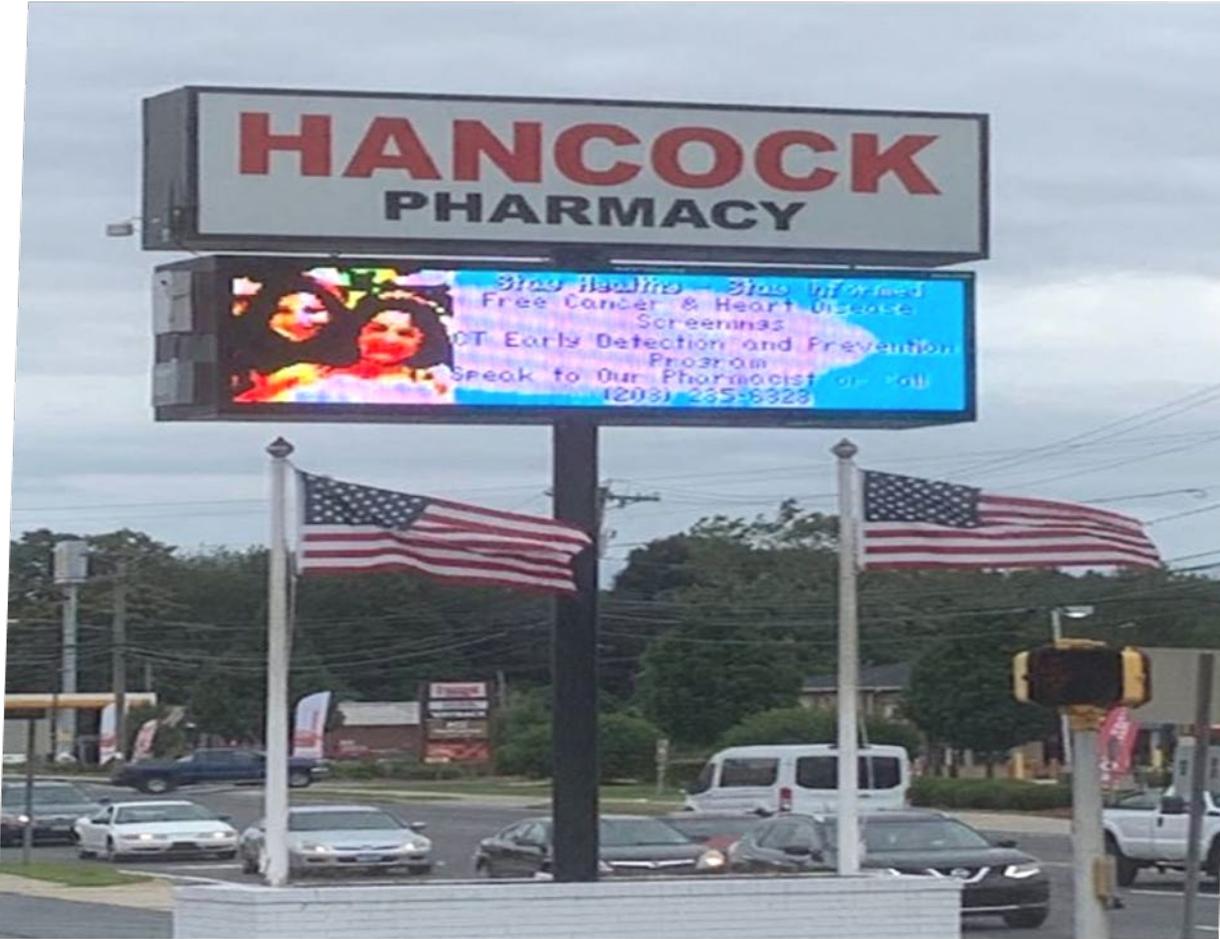
Other Goals	Goal 6	Goal 7	Goal 8
Visit 2	Met Part NS N/A	Met Part NS N/A	Met Part NS N/A
Visit 3	Met Part NS N/A	Met Part NS N/A	Met Part NS N/A

Additional Notes for Visit 1: Document any additional points or questions that came up and need more discussion or investigation.

Additional Notes for Visit 2: Document any additional points or questions that came up and need more discussion or investigation.

Additional Notes for Visit 3: Document any additional points or questions that came up and need more discussion or investigation.

Detailing in Action



Challenges & Modifications

- Detailing efforts have been met with challenges:
 - Workflow challenges of detailers and pharmacists that are detailed and nature of referral incentive (fee may be too small; pharmacists vs. pharmacy receipt of fee).
 - COVID-19 created additional barriers of having face-to-face visits.
 - Changes:
 - (1) Virtual visits
 - (2) Use of lists of women (removing any identifying health information) who are cash paying provided by detailed pharmacists and having UCONN SOP/detailer team call these individuals
 - (3) Use of Spanish-speakers, UCONN pharmacy students, to recruit Spanish-speaking participants
 - (4) Direct promotion of program to sites with participants.

Results to Date

- Numbers of the Pharmacies contacted, Visit 1, Visit 2, Visit 3, and Referrals 09/2020

	Pharmacies Contacted	Visit 1	Visit 2	Visit 3	Referrals
09/01/2020	125	39	27	19	43

Enrollment Status of the Referrals 09/2020

	# Referrals	# Referrals successfully enrolled	# Pending enrollment	# Referrals lost to follow-up/ ineligible
Woman referred from pharmacies (10/12/2019 - 4/9/2020)	17	4	2	11
Women referred from our student-led efforts (7/31/2020 - 8/26/2020)	26	9	13	4
Total:	43	13	15	15

Results to Date

- Total sites contacted: 103
- # sites that expressed interest in the program: 36
- # sites that already received the flyer PDF: 34
- # sites that agreed via email: 20
- # sites that agreed via phone: 14
- # flyers distributed: 1010
- # women who have come into contact with the poster: 70+ per day
- # places that the sites have shared the flyer with: 3
- # of misc distributions (newsletters, Facebook, etc): 4

Current & Future Directions

- Changing funding to cover for detailer time overseeing UCONN SOP callers and referrals and support bilingual student to facilitate referrals of Spanish speakers.
- Creating more clarity on screening criteria to ensure more successful referrals.
- Implementing process flow diagrams to ensure detailing and referral process clear for all involved.
- Creating a taped simulation of one of our successful detailers role playing how she manages various barriers to pharmacist willingness to participate.
- Reviewing CE evaluations and evaluating each AD component.

Pause & Ponder

- What are effective approaches to any situation in which detailers are targeting multiple interdependent new professional behaviors that are affected by the behaviors of others?
 - In the program described, pharmacist detailers were tasked with getting pharmacists they detailed to (1) identify women who might be eligible, (2) screen them, (3) if eligible, convince them to consider participation, and (4) refer to a CEDPP site.
 - Do you start with the behaviors that are most outside of the professional's comfort zone or with the behaviors they are most comfortable? For example, pharmacists may be comfortable with #1 and #4 but not #2 and #3.
 - Do you give those being detailed a choice of what they want to target first? Why or why not?