

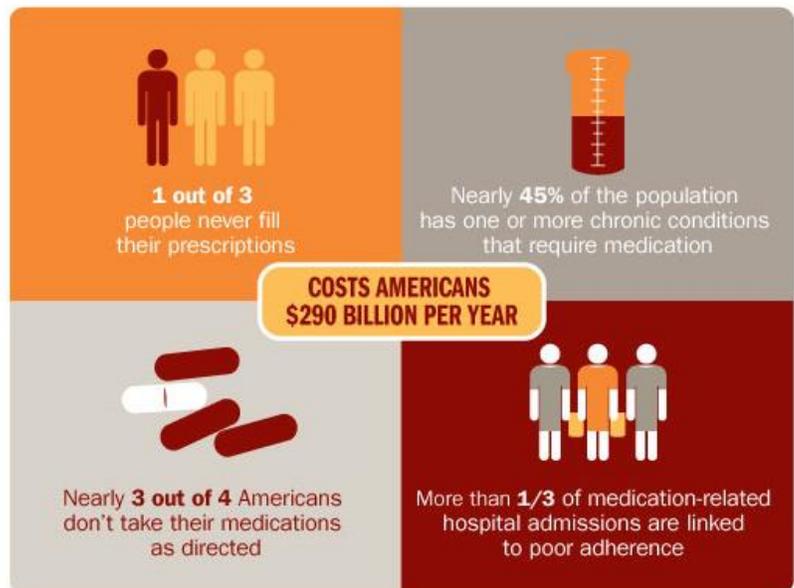


NATIONAL MEDICATION ADHERENCE CAMPAIGN OVERVIEW

Poor Medication Adherence is a National Problem.

Nearly three out of four Americans report that they do not always take their medications as directed. Poor adherence leads to serious health consequences and avoidable costs. And, as more and more Americans are affected by at least one chronic condition, the costs for patients and the health care system continue to grow. Yet too many Americans don't understand the consequences of poor adherence.

Improved medication adherence leads to cost savings. Patients with chronic conditions who are adherent to their medications have fewer emergency department visits and hospitalizations than patients who are not adherent, saving as much as \$7,800 per patient annually in overall health care costs.ⁱ And, every additional dollar spent on improving adherence saves in medical costs – saving \$7 in medical costs for people with diabetes, \$5 in medical costs for people with high cholesterol, and \$4 in medical costs for people with high blood pressure.ⁱⁱ



The nation needs a comprehensive, integrated campaign to raise awareness of this critical public health issue.

Script Your Future Campaign Raises Awareness

The National Consumers League (NCL) has developed and is leading *Script Your Future*, a campaign that is educating consumers, their family caregivers, and health care professionals about the importance of taking medications as directed. Such awareness is a vital first step toward better health outcomes.

The *Script Your Future* campaign focuses on patients affected by three serious chronic conditions—diabetes, respiratory disease and cardiovascular disease. *Script Your Future* provides practical tools that help patients and health care professionals better communicate about ways to improve medication adherence, and works to:

- Raise awareness of the problem of poor medication adherence through a coordinated public education effort
- Engage diverse public and private partners to build on and complement existing medication adherence programs
- Promote a consumer website to help support medication adherence among patients with chronic disease (www.ScriptYourFuture.org)

- Provide health care professionals with online resources and tools to share with their patients and help them get involved in the campaign
- Encourage health care professionals and patients to talk about adherence

The campaign launched in May 2011. In addition to a national communications initiative, the campaign conducted targeted outreach efforts in six pilot cities:

- Baltimore, MD
- Birmingham, AL
- Cincinnati, OH
- Providence, RI
- Raleigh, NC
- Sacramento, CA

The pilot cities have now expanded to become state-wide coalitions.

Script Your Future Medication Adherence Team Challenge

The Signature Program of the campaign is the annual [Medication Adherence Team Challenge](#), a competition designed to engage health profession students and faculty across the nation by encouraging teams to develop creative ideas, events, and initiatives to raise public awareness about the importance of medication adherence. Top performing teams are honored with a National Award for overall outstanding team achievement, or a Focused Award, which recognizes outstanding team achievement in the specific areas of health disparities/under-represented community outreach, media/communications outreach, or creative interprofessional team event.

Campaign Leadership and Committed Partners

More than 130 public and private partners, including associations of health care professionals, pharmacies, patient groups, insurers and other businesses, as well as government agencies and researchers, helped to shape the campaign through an extensive participatory planning process supported in part by the Agency for Healthcare Research and Quality. Partner organizations participate in campaign activities both nationally and in the six states, disseminate campaign materials, and make financial and in-kind contributions. NCL coordinates all campaign activities.

Measuring the Impact of the Campaign

In December 2015, NCL was pleased to release the results of our [third tracking survey](#) of the *Script Your Future* Campaign, which demonstrated improvement in communication and adherence, particularly in the campaign's six pilot cities, where patients were significantly more likely than those in a control market to say they are taking their medicines better than in the previous year. Moving forward, NCL plans to continue to build upon the success of the campaign in improving medication adherence and patient health.

Ways to Get Involved

- **Participate:** Become a Committed Partner and take part in local and national campaign events
- **Share:** Co-brand materials and disseminate to consumers; share information through internal networks
- **Connect:** Identify and introduce NCL to potential Committed Partners
- **Contribute:** Financial and in-kind contributions for ongoing operations

ⁱ Roebuck, et al, "Medication Adherence Leads to Lower Health Care Use and Costs Despite Increased Drug Spending," *Health Affairs*,30, no.1 (2011); 91-99.

ⁱⁱ Sokol, et al., "Impact of Medication Adherence on Hospitalization Risk and Healthcare Cost," *Medical Care* Jun 2005: 521-30.

For more information on the campaign, please visit www.ScriptYourFuture.org or email info@scriptyourfuture.org.