

CT Health Care Cabinet
Prescription Education workgroup
September 13, 2017
Question #5

What are the avenues available to connect community resources and educational efforts?

6 -- What is the interface between prescribing physicians/providers and pharmacists, consumers, and payers?

- Ensure community resources are aware of and understand pharmaceutical educational efforts when developing educational campaigns
- Support and integrate with provider and manufacturer care educational efforts across the continuum and standards
- Connect payers communications with appropriate local community health promotion resources
- Care planning should include community resources, in addition to appropriate use of medications and devices, appropriate to each individuals' constellation of health problems
- Community connections should be appropriate to subpopulations and specific enough to be actionable, e.g. connect an individual consumer needing nutritional assistance with a resource in their community that is culturally-appropriate, connect a consumer needing medication reconciliation with a specific local pharmacist or home health provider that offers that service
- Ensure that pharmacists are included in educational campaigns, as consumers generally access pharmaceuticals through a pharmacy and pharmacists can serve as a liaison between prescribers and consumers
- As new medications and devices enter the market, ensure that prescribers and pharmacists are made aware and receive education to ensure appropriate use – to Question #1?
- Offer opportunities to pharmacists and home health care providers to be an additional source information about appropriate use of medications and devices, and ensure that consumers understand that pharmacists can play that role
- Consider social media and other communication vehicles for education and connection to community resources and pharmacists