Increasing Prescription Capture in a Health-System Internal Medicine Clinic

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Purpose/Background:
The purpose of this study is to determine if marketing pharmacy services to patients of an internal medicine clinic will increase the prescription capture rate at health system-owned pharmacies. A study published in the American Journal of Health-System Pharmacy in April of 2020 described how a large health-system developed and implemented an interprofessional framework to increase the capture of health system-generated prescriptions within health system-owned pharmacies. This study found that lack of awareness of internal pharmacy services and benefits to patients, clinic employees, and the organization was a primary barrier for referral of patients to use internal pharmacies.

A large health-system in Virginia with eight outpatient pharmacy locations is looking at ways to increase prescription capture rates. Based off the framework created by Chmielewski, and Cesarz, the authors decided to start by selecting one clinic for the pilot study and implement one intervention to determine its effect on the prescription capture rate.

Objective:
Increasing awareness of pharmacy benefits and services through a printed brochure will increase the capture rate of prescriptions generated by an internal medicine clinic that are sent to a health system-owned pharmacy.

Methods:
A large outpatient internal medicine clinic was chosen as the site for the project. The authors worked with members of the pharmacy administration and marketing department to create an informational brochure that highlights services offered and benefits to using one of the health system-owned pharmacies. The pharmacy brochures were distributed to patients at the clinic check-in desk from March 1, 2021 through April 30th, 2021.

The primary outcome is the change in prescription capture rate in an internal medicine clinic before and after an informational pharmacy brochure was given to patients. A paired t test will be used to determine statistical significance. The secondary outcome is the difference in the change in prescription capture rate between the internal medicine clinic that implemented the intervention compared to a similar clinic that did not implement the intervention. An independent samples t test will be used to compare the change in prescription capture rates between the two clinics.

Results:

Conclusion:

Citations:
1. Eric Chmielewski, PharmD, MS, Joseph L Cesarz, PharmD, MS, A framework to increase prescription capture from health-system clinics, American Journal of Health-System Pharmacy, Volume 77, Issue 8, 15 April 2020, Pages 658–662