INCREASING PATIENT DEMAND FOR HOME MEDICINES REVIEWS: A MARKETING PLAN

White L & Klinner C, The University of Sydney; Clark C, Macquarie University, Sydney

Background

- Campbell (2008) stated that "Consumer awareness of the program is of major concern" and concluded that "all stakeholders agreed that the HMR Program should be promoted more to consumers and carers." Schwartzkopf et al (2004) recommended the implementation of a "national public awareness campaign to strengthen demand for HMR services from consumers who are likely to benefit."

- Our research study (White & Clark, 2010; see poster 2) found that:
  - There is very low awareness of HMRs amongst eligible non-recipient patients and carers
  - There is an extremely high level of satisfaction amongst those who have experienced an HMR and very positive perceptions amongst those eligible patients and carers who have not had an HMR, after being informed of the service through the study

Goals

The goal of the marketing plan is to increase patient demand for HMRs by:

1. overcoming the lack of awareness,
2. facilitating patient self identification of eligibility and
3. instituting procedures that enhance the uptake of second and subsequent HMRs by HMR recipients where appropriate.

All marketing strategies must be carefully targeted in order to attract only patients who meet the HMR eligibility criteria.

Market Segmentation

Analysis of segmentation options

- Gender
  - Measurable: HIGH
  - Substantial: HIGH
  - Accessible: LOW
  - Differentiable: MED
  - Actionable: MED
- HMR Experience
  - Measurable: HIGH
  - Substantial: LOW
  - Accessible: MED
  - Differentiable: MED
  - Actionable: MED
- Disease State
  - Measurable: HIGH
  - Substantial: HIGH
  - Accessible: MED
  - Differentiable: HDH
  - Actionable: HDH
- Community vs. hospital context
  - Measurable: HIGH
  - Substantial: MED
  - Accessible: HIGH
  - Differentiable: MED
  - Actionable: MED
- Ethnicity
  - Measurable: MED
  - Substantial: MED
  - Accessible: MED
  - Differentiable: MED
  - Actionable: MED
- Maturity to health care
  - Measurable: LOW
  - Substantial: LOW
  - Accessible: LOW
  - Differentiable: MED
  - Actionable: MED

Segmentation steps

1. Segmentation by HMR experience
   - Eligible non-recipients
   - Support infrastructure
   - Complexity of Therapy

2. Segmentation by disease state
   - Eligible non-recipients with complex therapy and high support infra structure

3. Segmentation by ethnicity
   - English speaking
   - ATSI
   - Non English speaking
   - Medical

4. Segmentation by level of independence in decision making
   - Independent
   - Shared
   - Dependent

Recommended Strategies

Strategies to increase awareness:
- targeted promotion via specified disease support groups
- preparation and publication of patient case studies
- mainstream media public relations
- pharmacy computer generated information leaflets
- new website
- telephone information line
- speakers at social club meetings
- promotion to other health care providers

Strategies for the identification of eligible patients:
- clarify and standardise the criteria for eligibility
- identify eligibility at point of prescription or point of dispensing
- target specific diseases

Strategies to enhance repeat uptake:
- mail reminders
- outbound call centre

Acknowledgements:
This project has been funded by the Australian Government Department of Health and Ageing as part of the Fourth Community Pharmacy Agreement Research and Development Program managed by the Pharmacy Guild of Australia.

References:

Poster design: Professor Lesley White, Chair of Pharmacy Management, Faculty of Pharmacy, University of Sydney, Sydney, Australia.