

### **EmPhAsIS**

**Em**powering **Ph**armacists in **As**thma management through **I**nteractive **S**MS

### **Information and Training Webinar**



Click for more information

#### Webinar Outline

- I. Why asthma and adherence?
- II. Why community pharmacists?
- III. What is EmPhAsIS?
- IV. Step-by-step guide to being an EmPhAsIS site
  Baseline procedures
  Follow-up procedures (for Intervention Group)
  Study-end procedures

#### Versions of this Webinar

#### Still

- Scroll through the slides as a presentation
- Interact with resources by clicking on links pointed by a yellow arrow

#### **Printed Handouts**

To have as quick reference

#### **Moving (Coming Soon...)**

Just press play and let us guide you through



### **EmPhAsIS**

**Em**powering **Ph**armacists in **As**thma management through **I**nteractive **S**MS

#### I. Asthma and Adherence

## Why Asthma?

### 'Adherence is a big problem in asthma'

Adherence to asthma controller therapies

```
-30 – 70% (In BC: 34%)
```

- Improving adherence can prevent asthma-related:
  - Doctor visits (~9M/yr)
  - Emergency visits (~4 M/yr)
  - Hospitalizations (~1 M/yr)

## Adherence Key to Asthma Control



Asthma doesn't have to control patients' lives. Patients can control asthma by

- Becoming educated about asthma
  - Taking medications as directed ('adherence')





### **EmPhAsIS**

**Em**powering **Ph**armacists in **As**thma management through **I**nteractive **S**MS

### **II. Community Pharmacists**

### Pharmacy in Canada



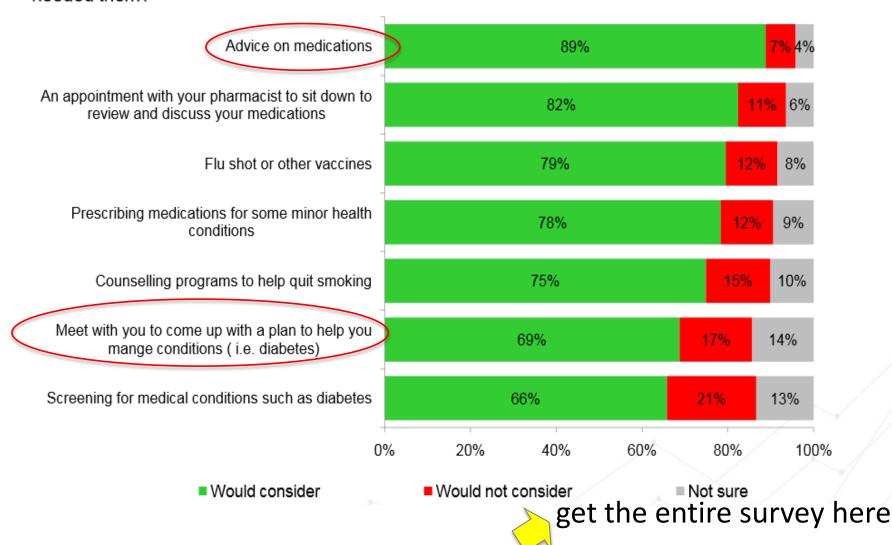
'pharmacists are taking on <u>expanded roles</u>' (pharmacists are increasingly being recognized as the medication management experts'

'pharmacists are key to ensuring safe, costeffective drug therapy for Canadians'



### Going to Your Pharmacist

Would you consider or not consider going to your pharmacist to receive the following services if you needed them?



### Pharmacy Practice Research



- Studies that evaluate pharmacists' roles in a variety of capacities including:
  - Systems research
  - Patient-centered research
  - Community based research
- Strongly advocated by CPhA

### Pharmacy Practice Research with UBC

- From >10 years working with >100 pharmacies,
   you will:
  - Be provided training
  - Be provided tools as a trial site
  - Have support from our Research Team
  - Have opportunity to provide feedback
  - .... Have fun and contribute to evidence generation for expanded pharmacy scope in Canada



### **EmPhAsIS**

Empowering Pharmacists in Asthma management through Interactive SMS

#### III. What is EmPhAsIS?

**Trial** of a community-pharmacist led adherence **intervention** for asthma

### The Intervention

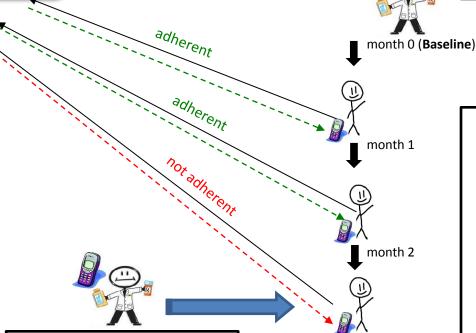
Supported by WelTel Platform

Asthma patient filling prescription for ICS

**1. Pharmacist** education about asthma







2. Automated monthly assessment of adherence (and possible barriers) with SMS (text messages) centralized at UBC using WelTel platform



**Schedule** 

First Monday of every month

**3.** Follow-up phone call from **pharmacist** with **non-adherent patients** 







month 3

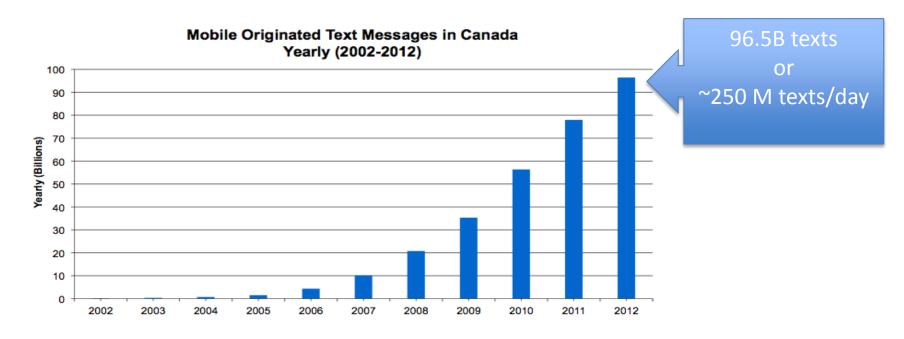
Supporting pharmacy

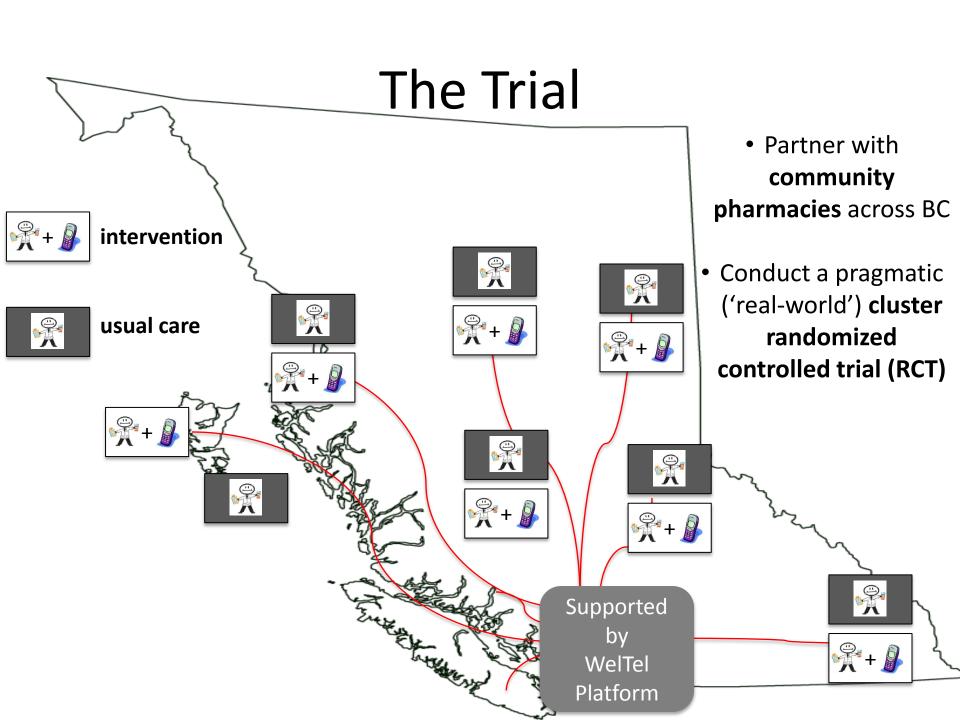
Supporting pharmacy practice with simple, widely used technology (eHealth)

\* Innovation \*

## eHealth Supporting Pharmacy Practice

- 'Cell phones are everywhere'
  - 2014: 28.3 M Canadian mobile phone users
- 'Canadians love to text'



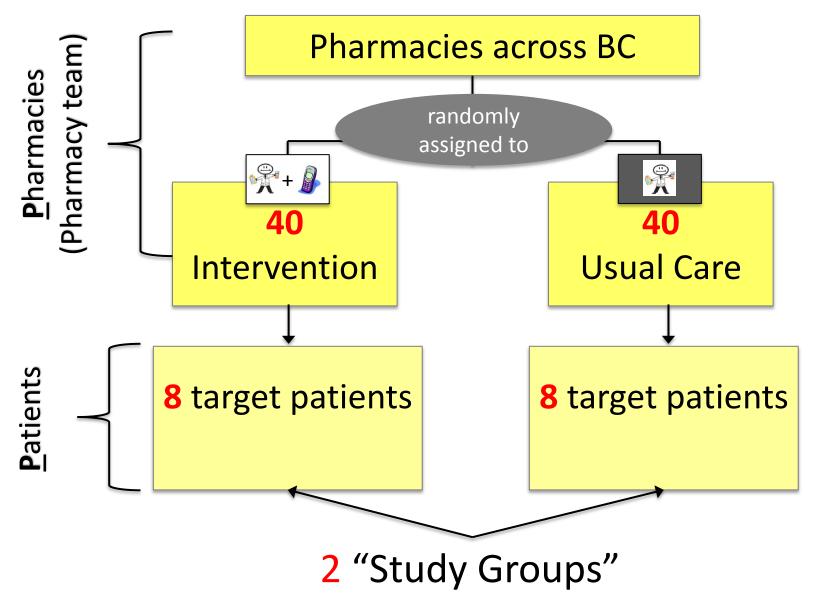


## Study Groups in a Cluster RCT

- In this trial, pharmacies are randomized to study groups (and not patients)
  - Efficient
  - Reduces contamination

 A randomization list was generated prior and study group assignments for consecutive site pharmacies are drawn from this list

## 'P'eople Make EmPhAsIS Possible





## Study Groups



#### **Pharmacies**

Recruit, screen, enroll patients

#### Intervention

- 1. Provide asthma education
- Check responses to monthly text messages from patients
   Telephone follow-up with nonadherent patients

#### Patients (Receive)

- Intervention
- Follow-up from research team
- \$25 honorarium at study end



#### **Pharmacies**

Recruit, screen, enroll patients

#### **Usual Care**

1. Provide asthma education

#### Patients (Receive)

- Usual care
- Follow-up from research team
- \$25 honorarium at study end
- Automated monthly text messages to assess adherence for 12 months (after the study is complete)

Supported by WelTel Platform



### **EmPhAsIS**

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# IV. Conducting EmPhAsIS in your Pharmacy

**Baseline Procedures** 

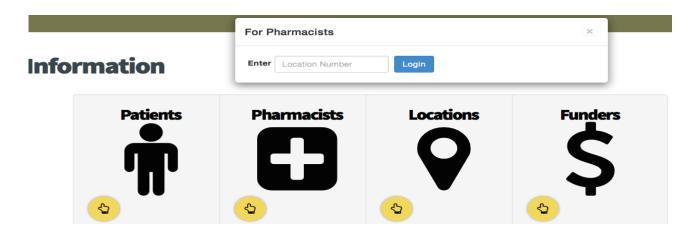


## Website (Your "One-stop-shop")

1. "INFO" tab



1. Pharmacists Section (Special Access)





## Binder (Your "Toolbox")

- Important information contained
  - Site # ('Pharmacy ID')
    - Unique to your pharmacy
    - Allows your access to all electronic resources
  - Randomization status (intervention or usual care)
  - Patient Study IDs (sheets of labels)
    - Unique to each patient that you will enroll
    - Please affix provided labels to relevant study forms
  - Tools to conduct the trial in your pharmacy



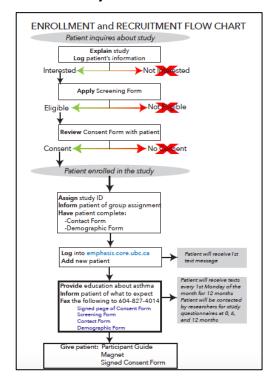
### Baseline EmPhAsIS Procedures

- 1. Recruit (Explain trial to patients)
- 2. Screen (Patients for eligibility)
- **3. Consent** (Eligible patients)
- 4. Complete Enrolment
   Procedures
   (Related to Intervention
   or Usual Care)

In your binder



Enrollment and Recruitment Flow Chart (laminated)



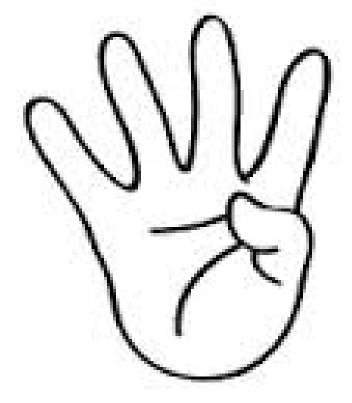


## Eligibility Criteria for Patients

**2.** Diagnosed with asthma

**3.** Prescribed with inhaled corticosteroids

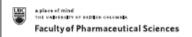
**1.** 14 years or older



**4.**Have a cell phone with text capabilities



#### 1. Recruit





#### **Notice of Asthma Study**

EmPhAsIS: Empowering Pharmacists in Asthma management through Interactive SMS

"Have you ever been diagnosed by a doctor as having asthma?"

"Do you have a cell phone?"

If you have answered "YES", you might be eligible to participate in our study.

We invite you to participate in a research study done in partnership with UBC and your pharmacy. We hope to study whether text messages between patients and pharmacists can help patients with their asthma medication plan. If you are assigned to the intervention group, you will receive a monthly text message for 1 year that ask how you are following your asthma medication plan. You will also be asked to complete short questionnaires either by telephone or email 3 times over the 1 year study. The total amount of time required for this study will be less than 5 hours. You will receive an honorarium for your participation.

The study Principal Investigator is Dr. Mary De Vera.

For more information, please speak with your pharmacist or contact the Research Coordinator at 604-827-1567.

Please visit our website: www.emphasis.core.ubc.ca

EmPhAsiS invitation poster, February 2015

#### In your binder



Study Ad (colour & BW)

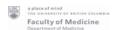
#### Tip

- Post ad on:
  - Wall by counseling area
  - Counter



#### 1. Recruit





#### **ASTHMA STUDY**

#### EmPhAsIS: Empowering Pharmacists in Asthma management through Interactive SMS

What: A 12-month study assessing whether text messages between patients and pharmacists can help patients with their asthma medication plan.

Who: You may be eligible to participate in this study if you:

- Are 14 years or older
- Have been diagnosed with asthma
- Are prescribed inhaled corticosteroids
- Have a cell phone with text messaging capabilities
- Are a BC resident and planning to stay in BC for the next year
- Speak and read English
- Not currently participating in another asthma-related clinical study

\*Participants will be randomly assigned to either the intervention or usual care group so there is an equal chance of being separated into either group.

Participants in the Intervention Group	Participants in the Usual Care Group			
Receive	Receive			
Education about asthma and medications	Education about asthma and medications			
Monthly text messages to assess asthma medication use	Follow-up from the research team at 0, 6, and 12 months to see how you are doing			
<ul> <li>Telephone follow-ups from your pharmacist (based on responses to text messages)</li> </ul>	An honorarium for your time taken to participate in this study			
Follow-up from the research team at 0, 6, and 12 months to see how you are doing	At the end of the study, the opportunity to receive automated monthly assessment of adherence by text messages for 12 months			
<ul> <li>An honorarium for your time taken to participate in this study</li> </ul>				

Your Rights: Should you choose to participate in this study your confidentiality will be maintained. Research, health and other records identifying you may be inspected by the primary researcher or his or her representatives of the UBC Clinical Research Ethics Board to monitor the research. Information or records with your identity will not be published without your approval, nor will such information be released without your consent unless required by law.

Contact details if you require more information

Principal Investigator: Dr. Mary De Vera (604-827-2138) Research Coordinator: Louise Gastonguay (804-827-1587) Or visit our website at: www.emphasis.core.ubc.ca

Patient quick info letter Feb4 2015

#### In your binder



 Patient Quick Info Letter (light orange)

#### Tip

- Use to explain EmPhAsIS trial to patients
- Hand out to asthma patients



## 2. Screen for Eligibility

EmPhAsIS: Empowering Pharmacists in Asthma management through Interactive SMS					
Date Complete Screening Ass	essment completed by:  (Please Print name)				
	Participant Screening Form	Yes	No		
1	(If 'No' to any of the following questions, then participant is not eligible)  1. Are you 14 years of age or older?				
	Are you filling a new prescription or an on-going prescription for a daily control inhaler (inhaled corticosteroids (ICS), either monotherapy or in combination inhaler with long-acting beta-agonists)?				
	Have you ever been diagnosed by a doctor as having asthma?				
	4. Do you own a cellular phone with the ability to send and				
	receive text messages?  5. Are you currently residing in BC and planto reside for the				
	next 12 months?  6. Have you been registered with BC's medical services plan in the past 12 months, and planning to remain registered for the next 12 months				
	7. NOT currently participating in another research study related to asthma?				
	8. Are you willing to participate in this study?				
	Eligibility				
Is this par	ticipant eligible for the study?				
☐ Yes → Follow enrollment instruction → After consent obtained assign study ID and stick label on participant's documents → FAX to Researchers at 604-827-4014 (file form in binder)					
Study #					
⊔ if not eligible ➡ inform patient that he/she is not eligible (file form in binder)					
Emphasis Screening ONPAPER Form March 17, 2015 Page 1 of 1				1 of 1	

### In your binder



Participant Screening
 Form (yellow)

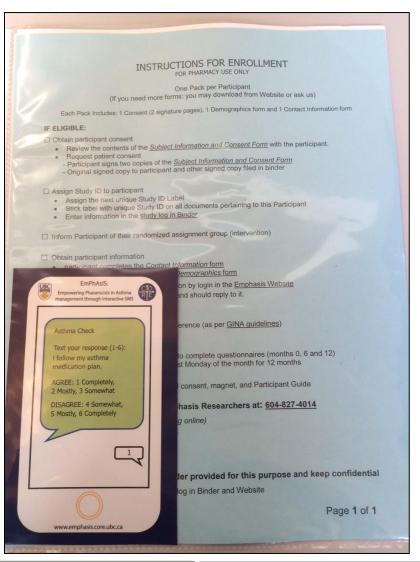
Via website



Online Participant
 Screening Form



### 3. Consent Eligible Patients



#### In your binder



- 10 Enrolment Packages (in plastic covers)
  - **Instructions** (light blue)
  - **Subject Information and Consent Form** (white)
  - **Contact Form** (green)
  - **Demographic Form (orange)**
  - **Participant Guide**
  - **Magnet** (Intervention Group only)
- Use 1 package per eligible patient



## 3. Consent Eligible Patients

- Important part of enrollment process
- Review Subject Information and Consent Form with patient
- Have patient sign the 2 copies of page 9
  - 1 copy stapled to form → Patient takes home
  - -1 copy not stapled  $\rightarrow Fax$  to UBC and File in binder

 It is after patient has signed that you may inform of his/her study group assignment



## 4. Complete Enrolment

- Have patient complete
  - Contact Form (green)
  - Demographic Form (orange)
- <u>Fax</u> to UBC **604-827-4014** and <u>File</u> in your binder ("Completed Forms" tab)

## 4. Complete Enrolment (By Group)

#### **Pharmacies**

Recruit, screen, enroll patients

#### Intervention

- 1.Provide asthma education
- 2. Check responses to monthly text messages from patients
- 3. Telephone follow-up with nonadherent patients

#### Patients (Receive)

- Intervention
- Follow-up from research team
  - \$25 honorarium

#### **Pharmacies**

Recruit, screen, enroll patients

#### **Usual Care**

1. Provide asthma education

#### Patients (Receive)

- Usual care
- Follow-up from research team
  - \$25 honorarium
- Automated monthly text messages to assess adherence for 12 months (after the study is complete)

Recruit

Supported

by

WelTel Platform

Screen

Consent

Complete Enrolment



## 4. Providing Asthma Education

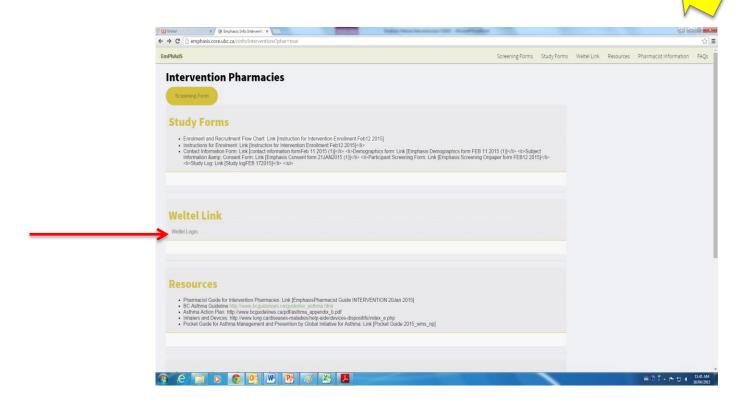
- Both Intervention and Usual Care Pharmacies:
  - As this is a real-world ('pragmatic') clinical trial,
     provide education according to your own practice
  - Educational resources on asthma available website for both patients and pharmacists





## 4. Initiating Text Messages

- Intervention Group Pharmacies Only
  - Access WelTel Platform via website



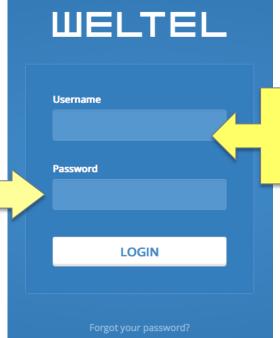


## 4. Initiating Text Messages

- Intervention Group Pharmacies Only
  - WelTel Platform login (via website



System-generated password sent via email

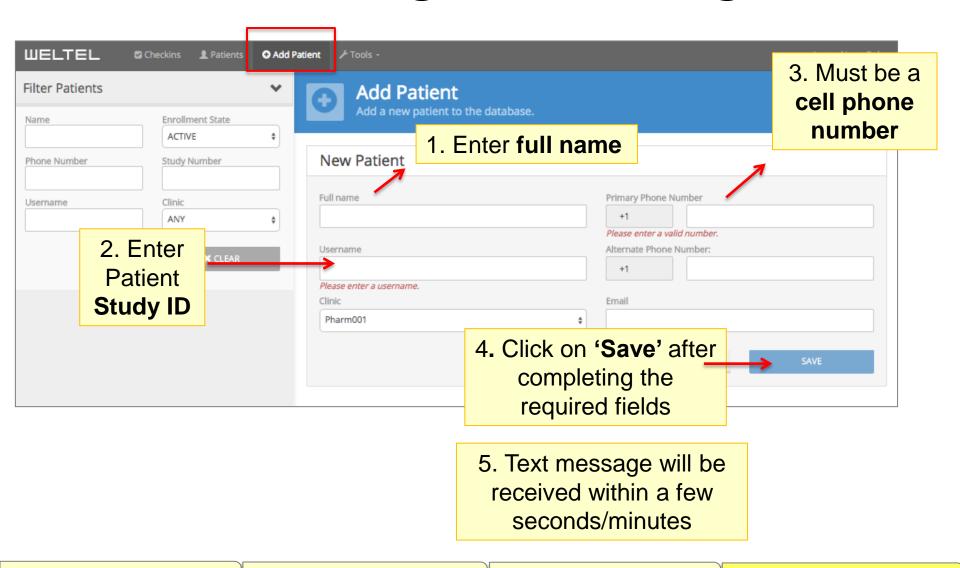


Research team will email your **username** 

Recruit Screen Consent Complete Enrolment



### 4. Initiating Text Messages



Recruit Screen Consent Complete Enrolment



### 4. Complete Enrolment

- Provide patient with:
  - Plastic package containing
    - Signed Subject Information & Consent Form
    - Participant Guide
    - Magnet (for Intervention Group)

- Inform patient that:
  - Research team will follow-up within 48 hours
  - S/he will receive text messages on the first Monday of every month for 12 months (for Intervention Group)



## 4. Complete Enrolment

- Reminder to <u>Fax</u> to UBC 604-827-4014 and <u>File</u> in your binder ("Completed Forms" tab) the following:
  - Participant Screening Form (yellow)
  - Signed Subject Information & Consent Form (page 9)
  - Contact Information Form (green)
  - Demographic Form (orange)

- Update the Study Log
  - Found at the front of your binder





#### Additional Resources

- To help with Baseline EmPhAsIS procedures
  - Mini-webinar <u>Tips for Successfully Recruiting</u>
     <u>Patients</u> via website
  - Mini-webinar Enrolling patients in the EmPhAsIS
     trial via website
  - Pharmacist Guide (booklet in your binder)





### **EmPhAsIS**

**Em**powering **Ph**armacists in **As**thma management through **I**nteractive **S**MS

# V. Conducting EmPhAsIS in your Pharmacy

Follow-up Procedures

(Required for Intervention Group Pharmacies; For Information Only for Usual Care Pharmacies)





Supported by WelTel Platform

Asthma patient filling prescription for ICS



**1. Pharmacist** education about asthma

month 1
month 2

2. Automated monthly assessment of adherence (and possible barriers) with SMS (text messages) centralized at UBC using WelTel platform

**Schedule** First Monday of every month

**3.** Follow-up phone call from **pharmacist** with **non-adherent patients** 

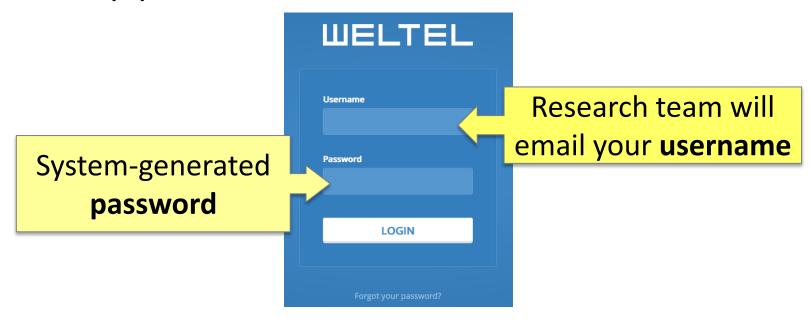


month 12



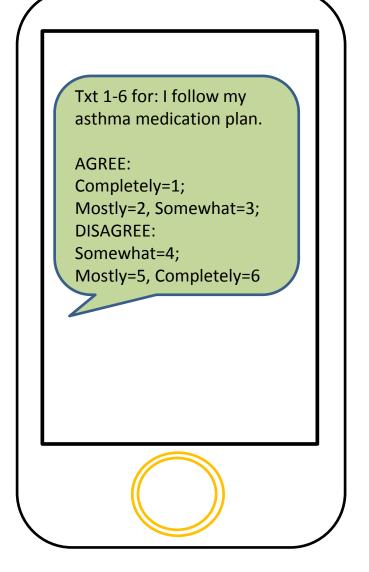
# **Automation of Monthly SMS**

- WelTel Platform
  - You do not have to send texts to patients
  - For duration of trial, only available to Intervention
     Group pharmacies





## Understanding EmPhAsIS SMS

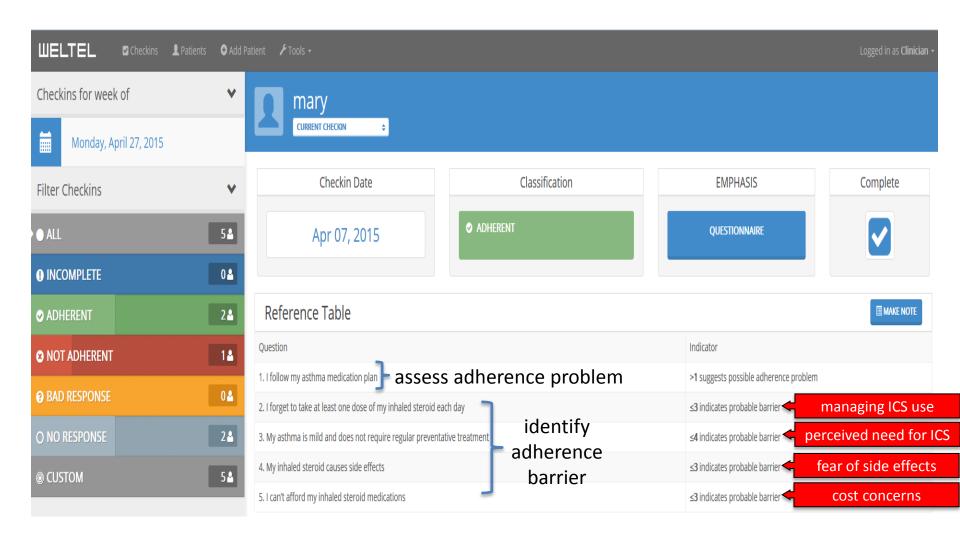


#### **SMS** comprises

- Adult Asthma Adherence
   Questionnaire (AAAQ) used to
   screen adherence problem <u>and</u>
   barriers in asthma patients
  - Every Month: Question 1 (sent on first Monday) to assess adherence problem
  - Based on Response to Question
     1: Questions 2 to 5 to identify
     potential barriers to adherence



#### AAAQ Reference Table in WelTel





### Follow-up EmPhAsIS Procedures

1. Check monthly SMS

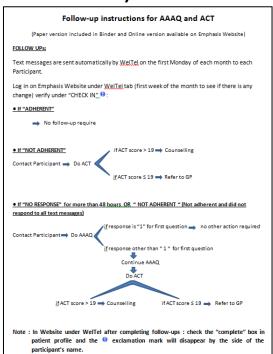
("checkin") (Patient responses to monthly SMS in WelTel platform)

2. Follow-up nonadherent patients by telephone (if needed)

#### In your binder



Follow-up Instructions for AAAQ and ACT (laminated)

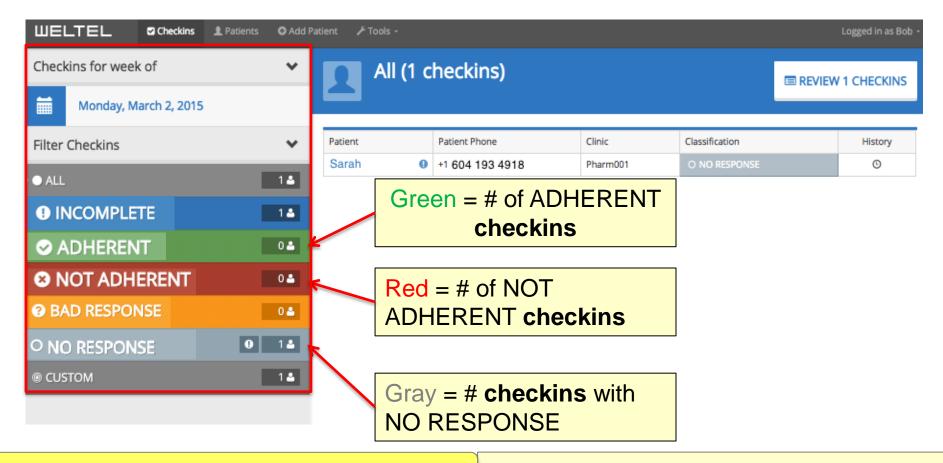




- Standardized sending of text messages on the first Monday of every month via WelTel
  - You will not have to do anything with respect to texting participant yourself
- Tip:
  - Incorporate monthly SMS checks into workflow by doing "checkins" on WelTel on first Tuesday (or first Wednesday) of the month

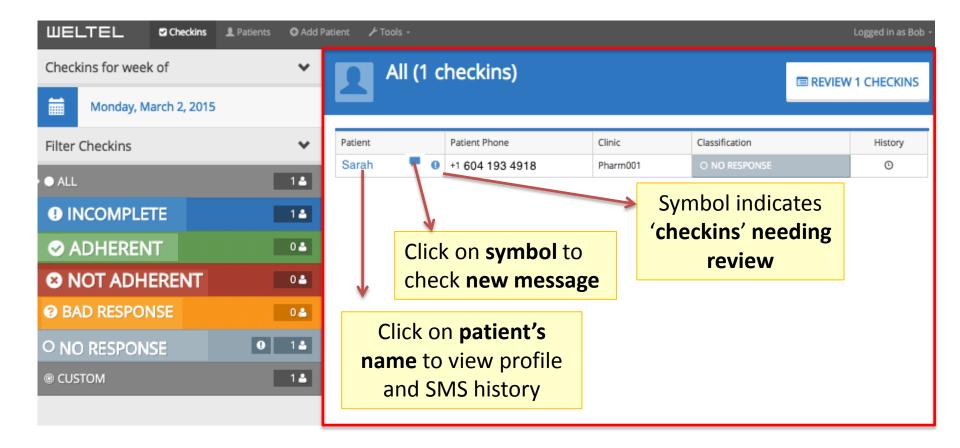


'Checkin' view for all patients (# according to Status)



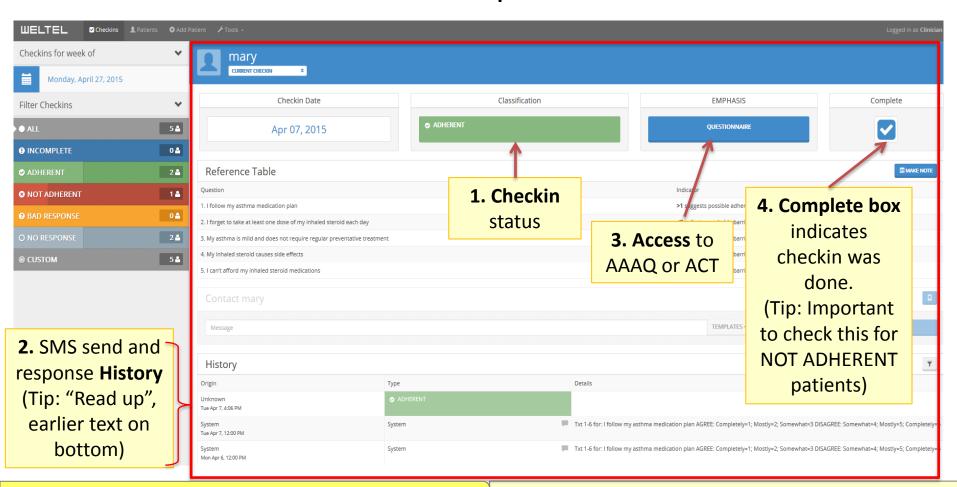


'Checkin' view for all patients (List)





• Profile view for individual patient





- Your role in this step is the most important part of the EmPhAsIS trial
- Because this is a pragmatic trial, please provide counselling according to your practice but we have provided you with some tools to help

#### **Tools**

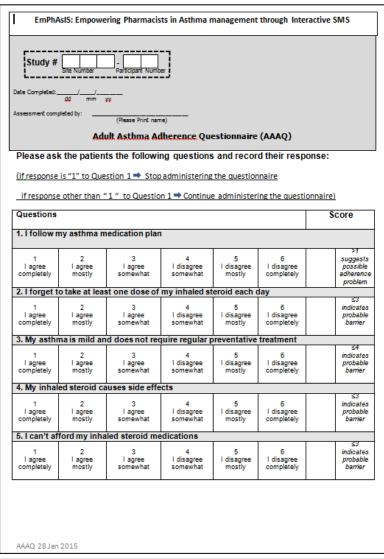
- AAAQ Questions 2 to 5 to identify adherence barrier
  - Texted to patients OR
  - Accessible via WelTel OR
  - Paper version (purple)



- —Asthma Control Test (ACT) to assess asthma control
  - Accessible via WelTel OR
  - Paper version (pink)



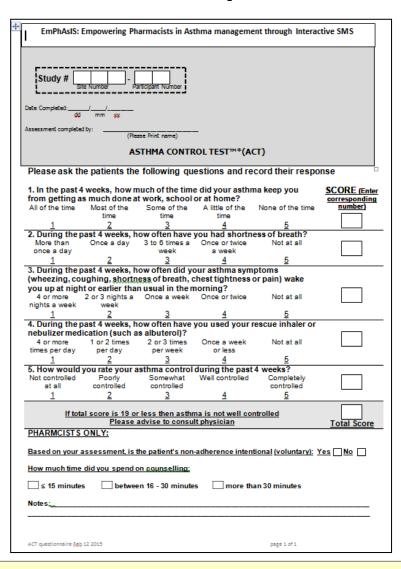




#### Why the AAAQ?

- By identifying potential adherence barrier, we hope this tool will facilitate your counselling
- Please note: This is
   provided as a tool and
   while we encourage its
   use, you may decide to
   use/not use



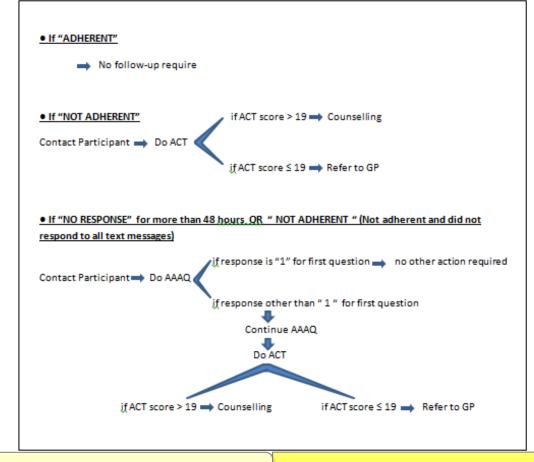


- Why the ACT?
  - This allows assessment of asthma control
  - If total score is 19 or lower, please advise patient to consult their GP
  - Please note: This is provided as a tool and while we encourage its use, you may decide to use/not use



From Follow-up Instructions for AAAQ and ACT (laminated card), possible scenarios:







- We understand pharmacies and pharmacists are busy and we encourage:
  - Two attempts (if possible) at contacting patients
  - If after two attempts, you are not able to contact the patient,
    - Please inform research team
    - Await responses to next month's SMS



#### Additional Resources

- To help with Follow-up EmPhAsIS procedures
  - Mini-webinar Navigating WelTel Platform



— Pharmacist Guide (in your binder)





#### **EmPhAsIS**

**Em**powering **Ph**armacists in **As**thma management through **I**nteractive **S**MS

# VI. Conducting EmPhAsIS in your Pharmacy

Study End Procedures

# +

# Study End EmPhAsIS Procedures

1. Print participants' medication profile

2. Arrange **collection** of study materials by research team

3. Offer opportunity to receive automated monthly assessment of adherence by text messages for 12 months to participants (for Usual Care Group only)



#### 1. Print Medication Profile

- Once a participant has completed 12 months of follow-up in the trial, you will be contacted by the research team to:
  - Print a medication profile that lists their medications over the 12 months
  - Fax the profile to UBC at 604-827-4014



# 2. Arrange Collection of Materials

- Once <u>all</u> of the participants enrolled in your pharmacy have completed 12 months of follow-up in the trial, you will be contacted by the research team to:
  - Make arrangements to collect study binders
    - By pickup if in Greater Vancouver Area
    - Secure post or courier services if outside Greater
       Vancouver Area



## 3. Offer SMS Opportunity

- For Usual Care Pharmacies
  - You or patients you recruited may be interested in experiencing having automated monthly assessment of adherence by text messages (for 12 months)
  - If so, please contact us and we will gladly arrange this for you
  - Please note that this will be for automated text messages only, there will be no follow-up procedures with non-adherent patients



# Before Launching EmPhAsIS

Ensure all pharmacists, pharmacy technicians, and pharmacy students at your pharmacy are informed of your participation as a trial site
Have team:
☐ Complete Information and Training Webinar
☐ Review binder
☐ Sign <b>Training Signing Sheet</b> found in your binder ( <u>Fax</u> completed sheet to UBC, 604-827-4014)
Fax courtesy <b>Physician Letter</b> found in your binder to family physicians practising in your area to inform them about the trial
Create a short-cut on pharmacy computer(s) that you will be using for the EmPhAsIS trial to our website ( <a href="www.emphasis.core.ubc.ca">www.emphasis.core.ubc.ca</a> ) for instant access



#### **EmPhAsIS**

**Em**powering **Ph**armacists in **As**thma management through **I**nteractive **S**MS

#### **Questions?**

Please do not hesitate to contact us

Dr. Mary De Vera at **604-827-2138** 

Research Coordinator at 604-827-1567

Fax: **604-827-4014** 

**Mailing Address** 

2405 Wesbrook Mall, Vancouver BC, Canada V6T 1Z3