REBRANDING MEDREC
HOW ORGANIZATIONS ARE USING '5 QUESTIONS TO ASK ABOUT YOUR MEDICATIONS'

Today’s facilitator

Mike Cass
Patient Safety Improvement Lead, CPSI
By the end of this webinar you will:

- Learn about the new MedRec rebranding strategy and what it means for patients/consumers, and healthcare professionals
- What's new with ‘5 Questions to Ask About Your Medications’
- Hear how organizations are using ‘5 Questions to Ask About Your Medications’ to engage patients and consumers

Stay on after this call

**MedRec Open Mike**

- Need help with MedRec?...stay on the line and join the discussion
- Meet and connect with others in MedRec
- Submit your questions to medrec@ismp-canada.org or ask them live
2. Type your question in the chat box
Today's Speakers

Kim Streitenberger, RN  
Project Lead, ISMP Canada

Alice Watt, RPh, BScPhm  
Medication Safety Specialist, ISMP Canada

Maryann Murray, BA  
Patient for Patient Safety Champion – Canada – World Alliance for Patient Safety, a WHO initiative

Carla Beaton  
RPh, BScPhm, CGP, FASCP, Vice President of Clinical Innovations and Quality Improvement at Medical Pharmacies Group Limited

Jiten Jani RPh ACPR, PMP  
Pharmacy Manager, St. Joseph's Health Centre Toronto

Sheetal Desai, RPh  
Markham Family Health Team

Andrea Kent, BScPharm, PharmD  
Manager, Pharmacy Services, Colchester East Hants Health Centre, Nova Scotia

Advancing Safe Medication Practices

MedRec Rebranding Plan

Kim Streitenberger  
Project Lead, ISMP Canada
Background

- In 2014 CPSI and ISMP Canada co-led a national Medication Safety Summit
- Action plans were developed to support improving communication about medications at transitions including:
  1. Create and disseminate a national medication safety checklist for patients and families i.e. “5 Questions to Ask”
  2. Rebrand MedRec as one component of medication safety and promote rebranded products and resources

Proposed Rebranding Strategy 2015-2016

- Focus on rebranding MedRec for healthcare consumers
- Rebrand as “MyMedRec” to represent “My Medication Record” instead of Medication Reconciliation
## Goal of Proposed Rebranding

<table>
<thead>
<tr>
<th>For patients:</th>
<th>For providers:</th>
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<tbody>
<tr>
<td>• Convey the need for involvement in their own healthcare</td>
<td>• Refresh awareness of the importance of an accurate and up-to-date medication list</td>
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<tr>
<td>• Understand their role in maintaining an accurate &amp; up-to-date medication list</td>
<td>• Engage with patients using language that emphasizes their role in medication safety</td>
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<td>• Take initiative to share this information and request that it is reviewed with them</td>
<td>• Encourage patients to maintain an accurate and up-to-date medication list and reviewing it with them</td>
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## Stakeholder Consultation

- Survey distributed through the following groups:
  - Patients for Patient Safety Canada
  - Patients Canada
  - Canadian Association of Retired Persons (CARP)
  - Canadian Pharmacist’s Association
  - Canadian Society of Hospital Pharmacists
  - Canadian Nurses Association
  - Canadian Medical Association
  - Canada Health Infoway
  - Accreditation Canada
  - MedRec Expert Panel members
  - MedRec Ontario Network members
Survey Results

- 309 respondents
  - 9% consumers
  - 91% healthcare professional

Key Themes from Stakeholder Survey

- Agreement that the term “medication reconciliation” is not understood by general public
- Agreement with focus on patient engagement and ownership of their medication list
**Key Themes cont’d**

- Rebranding will create more confusion
  - Acronym different for consumers vs providers
  - Term MedRec as medication reconciliation used nationally and internationally

- **Medication Record** isn’t the appropriate terminology
  - Term “medication list” is well established
  - May be confused with medication administration record or medical record
  - Term “record” implies it is a complete medication use history rather than a list of medications patient is currently taking

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**Key Themes cont’d**

- Strategy did not consider complete MedRec process
  - Would undo efforts made with providers to understand that MedRec is not only about a medication list
  - Minimized the importance of reconciliation within the process

- Need to educate consumers about available tools and resources to support them
Key Themes cont’d

• What is needed is a public awareness campaign not rebranding
  • Need to emphasize importance of having a list, maintaining the list and sharing the list with healthcare providers

Revised Strategy and 2016-2017 Activities

1. Public awareness campaign focused on the role consumers play in the MedRec process by maintaining an up to date medication list and sharing it with healthcare professionals at transitions in care.
  • Getting the “5 Questions to Ask” into the hands of patients/clients and caregivers
  • Translation into additional languages
  • Sharing availability of “5 Questions to Ask” in other languages through social media networks
  • Increasing awareness of the MyMedRec app among consumers and providers
  • Creating a You-tube video for patients/caregivers
  • Publication of an ISMP Canada consumer bulletin
2. Position MedRec for healthcare providers as one component of medication management
   • Add information and medication management graphic to Acute and LTC Getting Started Kits
   • Include concept in presentations to healthcare providers
   • Update information on ISMP Canada website
More than 50 organizations!

Request your customized poster today!
medrec@ismp-canada.org
IDS Canada
how’re you?
Digital Poster Network

- Primary Care network in Ontario launched in June
- Launching in Quebec and BC in Sept/Oct

Additional Reach

- Newsletters and articles
  - Canadian Retired Pensioners
  - Retired Teachers of Ontario
  - Accreditation Canada – Quality Matters
  - CSHP bulletin
  - Local hospital internal newsletters & community newsletters/media
  - SafeMedUse & ISMP bulletins
5 Questions to Ask about Your Medications

Do you know what questions to ask about your medications? Here are five questions to ask about your medications, if you have not done so recently. A simple exercise to improve your medication safety can help you to avoid serious problems. Ask the right questions to stay safe.

SafeMedicationUse.ca recently received a report highlighting the importance of asking your healthcare provider the right questions about your medications. Ask questions to make your medications safer, to avoid harmful side effects, and to reduce the cost of unnecessary medications. This exercise can be done in a few minutes, in a few minutes, and in a few minutes, using the following steps.

1. What are the names of the medications I am taking and why?
2. What are the possible side effects of these medications and how can I reduce them?
3. What are the benefits of these medications and how do I know if they are working?
4. What is the correct dosage of these medications and how do I take them?
5. What are the potential interactions between these medications and other medications I am taking?

Follow-up questions may include:

- Are there any changes to my medications or dosages?
- Are there any changes to the regimen or indications for the medication?
- Are there any changes to the frequency or duration of the medication?
- Are there any changes to the administration route or method of administration?
- Are there any changes to the patient's condition or status?
- Are there any changes to the patient's compliance or adherence to the medication regimen?
- Are there any changes to the patient's overall health or well-being?

Additional Reach

• Social Media and Listservs
  - Facebook - MedRec network, Twitter @ISMP Canada, @SafeMeduse
  - Ontario MedRec Network google group
  - CSHP listserv

• Websites
  - Deprescribing.ca
  - CARP

• E-Learning module
  - RxBriefcase


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Additional Reach

- Conferences (e.g. CHCA, HQT, WHO WHA, Canadian Patient Engagement network)
- Canadian Patient Safety Week
- International Alliance of Patients’ Organizations (IAPO)
- National Patient Safety week in Switzerland – pocketsized given to patients and visitors in hospitals in Lyon.

Pharmacy Awareness Week 2016
University Health Network

Poster inside the elevator
Michael Garron Hospital
(formerly TEGH)

Princess Margaret
Outpatient Pharmacy

Send your photo to medrec@ismp-canada.org
Comfort Keepers

“We see the "5 questions to ask about your medication" as a valuable tool we can use to educate our clients regarding medication safety.”

- Comfort Keepers
Additional Reach

- Pharmacy, Nursing, Medical Students/Family medicine residents
- Endorsed by two U of T Family Medicine Teaching units (Reached through the Dept. of Family and Community Medicine newsletter)
  - Markham Family Medicine Teaching Unit
  - Sunnybrook Academic Family Health Team

U of T Pharmacy Phrosh Week
Additional Formats

• Patient Notes (modifiable)
• Screensaver (patient bedside system)
• Animated Powerpoint slide
• Swag (e.g. business cards, fridge magnets, mouse pads etc.)
Additional Languages

- Based on the 2011 Canada census:
  - Punjabi
  - Chinese (simplified/traditional)
  - Spanish
  - Italian
  - German
  - Tagalog
  - Arabic
- Based on electronic survey results
  - Indigenous languages
Additional Languages

• Hungarian
• Tibetan
• Ukrainian
• Polish
• Greek
• Albanian
• Turkish

Thank you to St. Joseph’s Health Centre Toronto, Pharmakeio Guardian and IWK Health Centre for sharing your translations with us.
Additional Spread Idea

• Take a screenshot of the ‘5 questions to ask’ on your mobile device
• Make it your home/lock screen
• Dash MD app

Next steps

• Survey patients and healthcare providers
• Share the message to encourage patients to be an active participant in their healthcare by asking the right questions.
How can you get involved?

- Share it with your friends and family
- Introduce it to your patients
- Use it in practice as a counselling tool and post it in patient care areas.
- Endorse and request customized PDF poster
- Share a photo or story @ medrec@ismp-canada.org or through FB or Twitter #5questionsaboutmeds

“These 5 questions could save your life.”

- comment from a consumer
One more thing...

- Please turn the volume up on your computer or mobile device.

https://youtu.be/BJ11ToB-Dv8
A Patient Story

Maryann Murray
Patients for Patient Safety Canada

A story of harm
Include the Patient in Medication Safety

• Compliance alone isn’t enough
• We want to keep our loved ones safe
• We can provide additional protection
• We need tools to guide us
• 5 Questions to Ask – frames the conversation and encourages sharing of information


**World Health Organization Global Medication Safety Challenge**

- Reducing medication harm by 50% over 5 years
- Recognizing the role of the patient and public
- Patients and Providers working together to engage with systems and communities
- Tools like the ‘5 Questions to Ask’ encourage collaboration and patient involvement
- What part will you play?
BOOMR

Carla Beaton
RPh, BScPhm, CGP, FASCP,
Vice President of Clinical Innovations and Quality Improvement at Medical Pharmacies Group Limited
St-Joseph's Health Centre

Jiten Jani
RPh ACPR, PMP
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https://www.youtube.com/watch?v=B3flj8Fl9mo
Implementation in Acute Care

St-Joseph’s Health Centre Toronto

St-Joseph’s Health Centre Toronto
• 392 bed Community Teaching Hospital
• Located in the west end of Toronto
• Part of the Toronto Central LHIN
• Programs: Medicine, Surgery, Emergency Care, Mental Health, Clinics
• Admission: 22 K, ED Visits: 100 K, Ambulatory Care visits: 254 K
Starting point

Starting Point
• Personal experience Jan-Feb 2016
• Timing of the launch of “5 Questions to ask about your medications” March 9th 2016

Observations
• Need for more Patient-Driven care whereby the patient seeks the information they need, from the providers they need it from.

Key guiding principles by Medication Management Committee

• Key Guiding Principles in moving forward with the initiative
  • Empower the patient to ask about their medication through various means
  • Ensure staff have the tools they need to respond to the questions
  • Ensure the benefit does not end in the hospital
Planning

• Planning
  • Committee Approval:
    • Medication Management, Pharmacy and Therapeutics, Medical Advisory Committee, Nursing Practice Council, Interprofessional Advisory Committee, Operations Committee

• Conveying the information:
  • Patient: Media choice: Television Screens at the bedside, Patient Visitor Handbook, Handouts
  • Staff: Lexicomp Training

Ensuring buy-in and alignment with other initiatives

• Corporate and Departmental alignment and buy-in
  • Engage the Pharmacists, Pharmacy Technicians
  • Engage Nursing Staff (CNE, Advanced Practice Clinical Educators
  • Engage Administrative Program Directors
  • Patient Experience Quality Improvement Plan initiative recommendation
  • Medication Reconciliation Quality Improvement Plan
  • Community Engagement: Translation into the main languages in our catchment
    • Hungarian, Spanish, Tibetan, Polish, Ukrainian
Implementation Plan

- Acute Care Go-Live: October 3rd 2016
- Staff update coming this week
- Timing with the first of the month to see the impact on Patient Experience Survey
- Handouts to be given to all our admitted patients by Pharmacist or Pharmacy Technician once Best Possible Medication Histories are completed, plan to refer back at Discharge to ensure seamless transition out from the hospital

Implementation Plan

- Bedside monitors which houses animated education videos related to patient falls, pressure ulcers and two client identifiers will also house all translated versions of the “5 Questions to ask” poster for our patients and the “5 Question video from SafeMedicationUse.ca

https://www.youtube.com/watch?v=ul6VOLNve4
Implementation Plan

- Ongoing roll-out: Clinics: Walkthrough (Just for Kid Clinic, Ambulatory Clinics, organizational Screensavers which are in the organization)

Thank You
MARKHAM FAMILY HEALTH TEAM PROGRAMS

Chronic Disease Self Management Program: If you have a history of a chronic health issue(s) that has impacted your physical and mental health, this workshop can help to enhance your care. The Stanford University's evidence-based Chronic Disease Self Management Program is a 6-week workshop designed to teach self-management skills in a group setting to better manage the common symptoms associated with having a chronic health issue. The targeted symptoms include poor sleep, pain, stress/anxiety, depression, difficult emotions, fatigue, shortness of breath, and physical limitations. Discuss with your provider if this program is right for you.

Medication Reconciliation Program - Have you been recently discharged from a hospital? If so, then you may be eligible to have your medications reconciled and reviewed by the pharmacist or nurse before you see your primary care provider. At all visits, your health chart will be updated to reflect any changes in medications and ensure there are no errors. If booking an appointment after being released from the hospital, feel free to ask about this program if it has already been offered to you.

ED Bridge Program - The length of time between a patient's diagnosis of an eating disorder and entry into a formal eating disorders treatment program can be weeks to months. During that time, these patients are often medically unstable and in need of some type of immediate intervention. Click here here for more information.

Weight Wise/Healthy You Program - This is a group program that will provide the information and motivation you need to find that healthier you if you are overweight or obese and looking for lifestyle strategies to reduce your weight and make healthier choices. Click here for more information.

Heart Smart Program - Do you have high cholesterol? Are you looking for ways to examine your diet and improve your cholesterol levels? This education session, lead by the Registered Dietitian, has the information you need. Click here for more information.

Smoking Cessation Program - Smoking Treatment for Ontario Patients (STOP) is a program designed by the Centre for Addiction and Mental Health and funded by the MOHLTC to help patients quit smoking. The program provides free Nicotine Replacement Therapy (patches, gum, lozenges, inhaled) to patients who smoke and are registered with the Markham FHT. One-on-one counselling sessions are also provided to patients who enroll in the program. If you would like more information on how to STOP smoking, click here for more information.
Colchester Site
Andrea Kent
Manager Pharmacy Services
5 QUESTIONS TO ASK ABOUT YOUR MEDICATIONS
when you see your doctor, nurse, or pharmacist.

FOLLOW-UP?
Do I need any tests and when do I book my next visit?

Flu season is coming...are you protected?

Nova Scotia Health Authority
Welcome to the Colchester East Hants Health Centre
2. Type your question in the chat box
Please complete our poll

Stay on after this call

MedRec Open Mike

- Need help with MedRec? ... stay on the line and join the discussion.

- Submit your questions to medrec@ismp-canada.org or ask them live
Tools and resources

We are here to help!

- **For MedRec Content (MedRec Intervention Lead)**
  Institute for Safe Medication Practices Canada (ISMP Canada)
  medrec@ismp-canada.org

- **CPSI Patient Safety Intervention Lead**
  Mike Cass MCass@cpsi-icsp.ca
MedRec Open Mike

What is Open Mike?

Your opportunity to:

- Ask MedRec related questions to the ISMP Canada MedRec Team
- Pose questions to teams on the line to get their input
- Share stories and tools/resources
- Exchange ideas about what you are doing and what you have learned
How to ask questions

1. Raise your hand. If you have a phone icon by your name we will unmute your phone and you can ask your question.

2. Type your question in the chat box.

Lets start the discussion!
What impact has the “5 Questions to Ask” had on your practice?