

# Pharmacists and Falls Prevention in Brown County

WI Legislature Briefing

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&

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# Situation in Brown County

--Falls are increasing and costly

--#1 injury in Brown County

--Largest EMS provider Green Bay Metro Fire Dept, 1 of 18 FD's

	2013	YTD 2017
911 calls due to a fall	125/month or 4/day	150/month, 5/day

--Wisconsin Hospital Association Data

WHA Data	CY2013	CY2016
Patients admitted to GB ERs due to accidental fall	7,863 (21/day)	8,432 (23/day)
Charges	\$14,894,111	\$18,866,363

# Situation in Brown County

--ER costs increasing

	2011-2014
BROWN COUNTY	64% increase in ER Falls Charges among age 65+

Source: reported 2.24.17 by Breanna Hopkins, WIHA, WISH data

# Role of ADRC in Brown County

- Problem and costs motivate medical providers and community organizations to work together on solutions
- Fall Prevention Activities
  - 2005 - current: Evolution of Prevention Coalition with fall prevention goals
    - 4 Green Bay hospitals
    - Higher education (Bellin College, UWGB, NWTC)
    - Fire department
    - Public Health
    - Streu's Pharmacy
    - Northeast WI Regional Trauma Advisory Council
    - UWSOP
    - MetaStar
    - ADRC

# Coalition Steering Committee Partners



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**BROWN COUNTY PREVENTION COALITION**

# Approaches to Falls Prevention

- Consumer Education for older adults
  - Routine classes offered on falls prevention topics
  - Common awareness brochure
  - Balance Screenings
  - In-home fall risk screenings
  - Media publications by experienced fallers (peer to peer)
- Provider education – hosting local CME's, CEU's
- ER and EMS staff (on-site) referring fallers to community resources
- Updating goals for 2018+ and building plan for wider community engagement (other professional networks)

# History of Doing Stepping On

- 1,700 participated in Stepping On since 2006
- The class where the local pharmacist spoke on medication risks identified meds are a big concern
- Older adults were motivated to learn more about their medication risks specific to their falls
- Started small group of community partners to see if community resources (pharmacists) could be used in a different way
- The medication topic was the key for creating the community-academic partnership

# Medications

- Falls **R**isk **I**ncreasing **D**rugs (FRIDs)
- Categories, conditions, effects
- Use is common
- Assessment, monitoring, and modification





# Medication Therapy Management (MTM)

Medication Therapy Management (MTM):  
More Than Traditional  
Counseling



- New role for pharmacists
- Not just consultation
- Medication “check-up”
- Pharmacy students trained to do this activity

# The Big Questions

- Can we develop an MTM program for older adults focused on FRIDs?
- Will a pharmacist-provided MTM program focused on FRIDs be effective at modifying FRID use and improving medication safety for older adults?
- Our community-academic partnership addressed these two questions
  - Team
    - Brown County ADRC
    - Streu's Pharmacy
    - University of Wisconsin School of Pharmacy
    - University of Wisconsin-Madison School of Medicine
    - Community Academic Aging Research Network (CAARN)
  - ICTR Pilot Grant
    - 1UL1RR025011 (Mott) 07/01/11–03/30/13 CTSA program of NCRR/NIH

# Study Overview

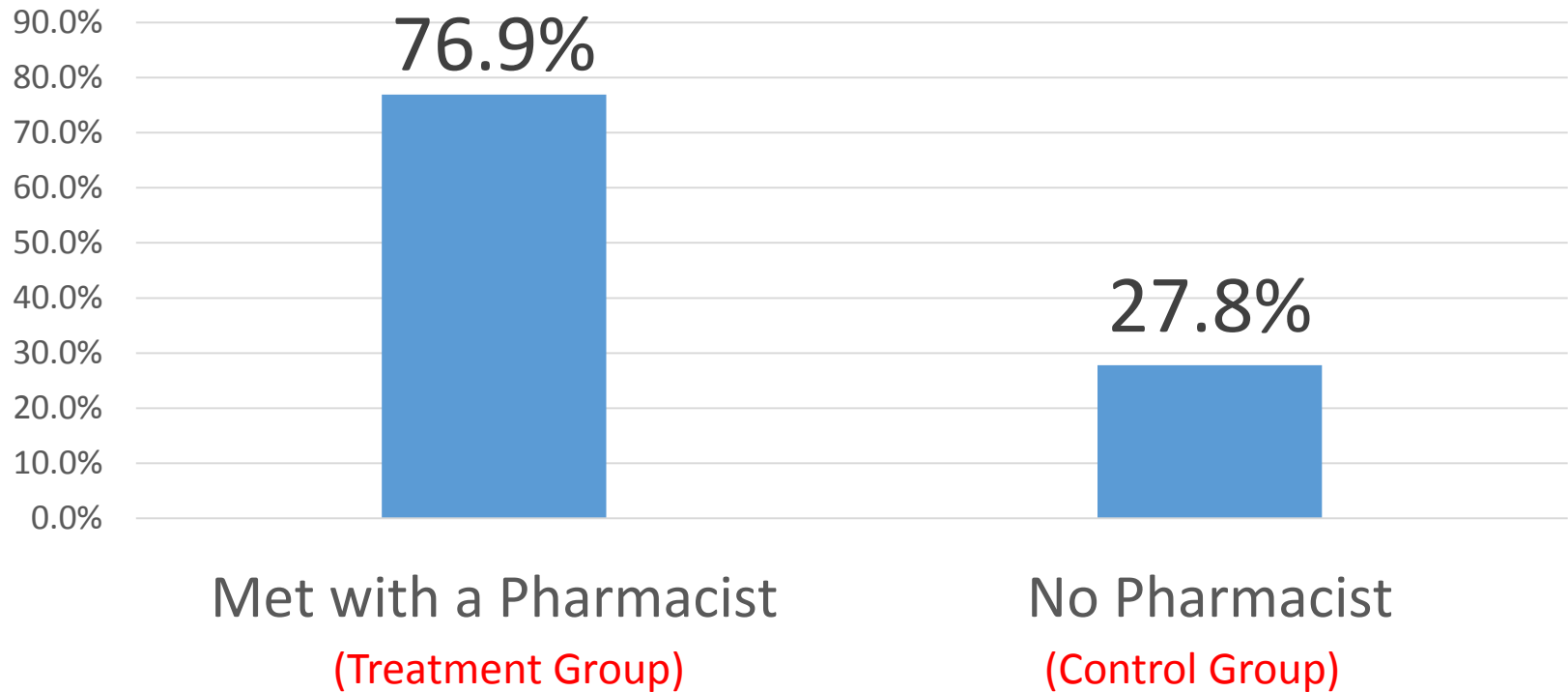
## **Treatment Group (n=40)**

- Complete a Falls Prevention Program (Stepping On)
- **Meet with study pharmacist for 60 min.**
- **Suggested modifications**
- Monthly follow-up for 6 months

## **Control Group (n=40)**

- Complete a Falls Prevention Program (Stepping On)
- Receive brochure
- Monthly follow-up for 6 months

# Percent of FRID Users Who Stopped all FRID Use



Note: In terms of falling, 28.9% and 40% of older adults in Treatment and Control group, respectively, fell in 6 months.

# Considerations for Policy Makers

- Greater awareness falls are preventable
- Resources for consumer education
- Access/resources for provider education
- Consumer access to pharmacist for annual med review
- Adoption and Sustainability
  - Adequate payment to pharmacists as providers of care for falls prevention MTM services
    - Payment pursuant to referral from MD for such services
    - Public (Medicaid and Part D Plans) and private programs
  - Pharmacists link with primary care providers via electronic medical records (EMR)
    - Policies to facilitate pharmacist access to health system EMRs
  - Funding for telehealth initiatives to facilitate access to MTM in rural areas